SIMFORMER

PLATFORM FOR DEVELOPING BUSINESS SIMULATION - BASED COURSES AND TRAINING SESSIONS

Simformer business simulations for Development and Adaptation of online courses and training sessions

A manual for course developers, instructional designers and trainers

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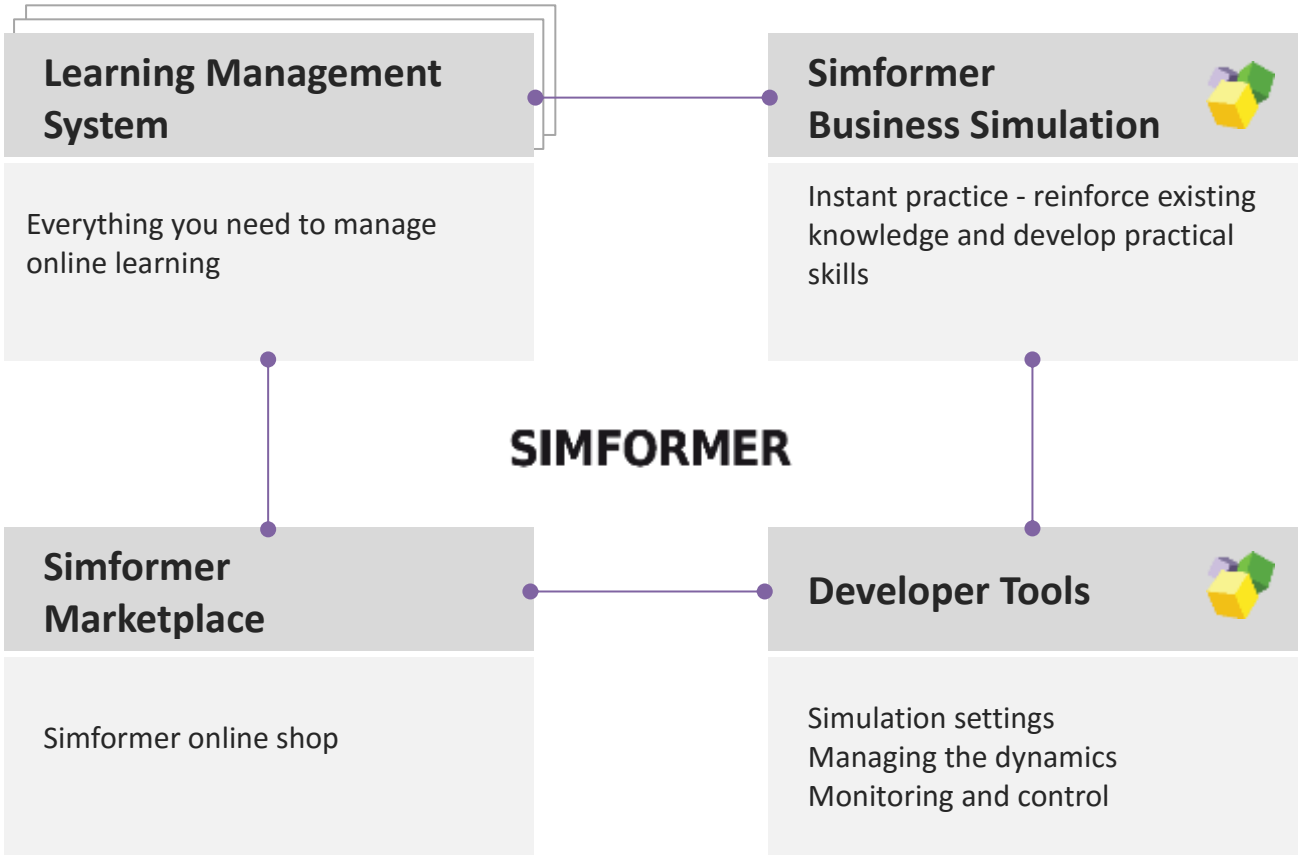
Incorporate the simulation into your educational or training products

Simformer is an innovative Platform that changes the approach to business education. The lectures, training sessions, business games, and academic competitions become more practice-oriented due to integration of the powerful online multi-user business simulation environment. We offer the opportunity for course developers, instructors, and business trainers to develop in-demand educational products and promote them internationally.

Register on www.simformer.com and get access to:

- LMS environment, where you could upload the content of your potential educational products.
- Hourly turn-based simulation SBS Intensive, which is specifically set up as a demo using Developer Tools.

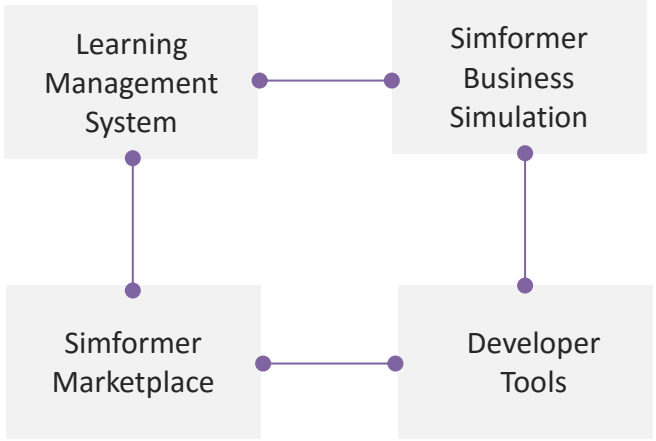
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Connecting theory and practice





1 000 000+ of registrations
50 000+ of active participants

Simfromer Platform is a combination of education oriented online tools with a purpose to form a unique platform for practice based business training and education. Due to its unique structure, Simformer Platform provides these benefits:

Supports large variety of educational content
Audio, video, textual and graphical. Anything that can be used to transfer the knowledge and skills.

Connects theory and practice
All key elements of the Platform are designed to connect theoretical content and practical tasks, that need to be completed in business simulation.

Oriented toward different learning profiles
Different people learn and process information differently. In order to increase the knowledge uptake, flexible approach is needed. Simformer Platform provides a possibility to teach both traditionally and flexibly – practice first, theory afterwards.

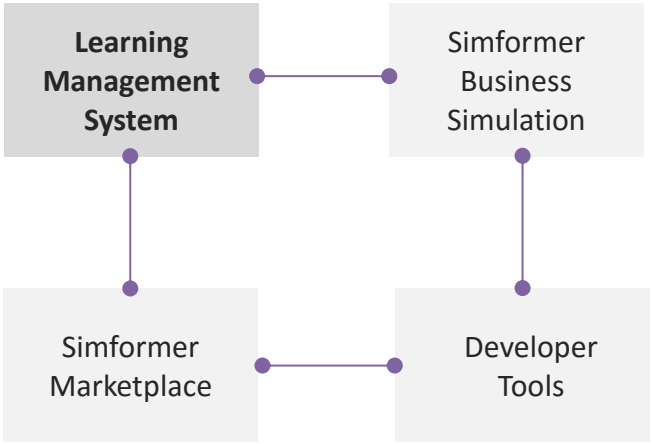
Flexible and integrable
You are not limited to only creating courses on the Platform. Integration into already existing courses is also possible, because we can easily connect our Simulation and Developer Tools to virtually any LMS.

Interactive and engaging
Supports various interactions amongst teachers – students and students – students. Increased interactivity within the virtual environment also increases engagement.

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Powerful LMS for uploading any type of learning content and managing the learning process



Partners can use our learning management system (LMS), which is integrated into (LMS moodle).



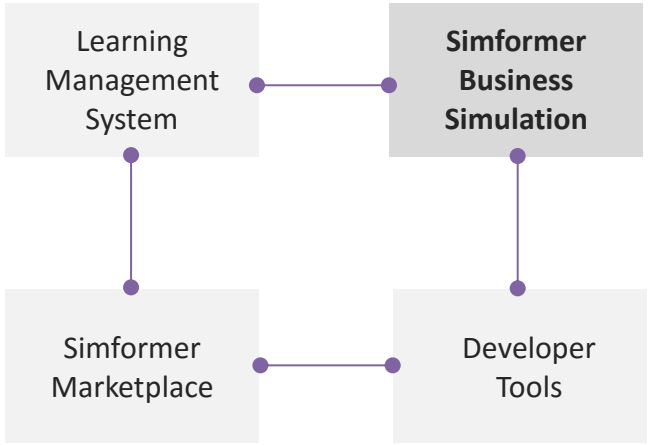
The widely-used LMS is translated into more than 100 languages and allows organizing online, onsite and blended learning courses. It is possible to upload any type of content, including SCORM format. It supports all forms of student-trainer interaction in online learning environments.

Simformer gives access to multifunctional webinars and specific online classes for conducting individual consultations.

Simformer Platform can be integrated with various LMS systems of universities and corporate training centers.

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20+ industries

200+ products and services

Simformer educational solutions are based on Simformer Business Simulation (SBS), a unique gamified simulation environment. It allows bringing the most challenging ideas to life: from interactive school lessons and university lectures to corporate training events and contests in the field of T&D.

Format

SBS can be used in onsite, online and blended learning courses.

Group and individual participation

SBS is used to develop educational products both for individual and group learning as various virtual business companies can be managed both by individuals and groups.

Short-term and long-term learning programs

SBS provides environment can be used for short-term training sessions, lasting for couple of hours, as well as for long-term academic learning programs.

All typical business processes and functions

SBS is an environment for practice-oriented learning of various business fields: strategy, marketing, HR, logistics, sales, financial management, etc.

Interaction of participants

SBS is based on interaction among multiple participants. As a result, it enables the development of various training sessions in the areas of multifunctional collaboration, communication, leadership, delegation, teamwork, etc.

Competitiveness and gamification

SBS is a full-fledged online game based on the competiveness principle, which makes students more motivated and enhance their involvement in the learning process.

Online accessibility 24/7/365

SBS is intended for developing online educational products (courses, business games, contests, academic competitions, etc.), which can be accessed from any geographical location and time zone.

Endless possibilities and dynamic environment

SBS is not limited by linear scenarios or only one specific winning combination. As participants shape the environment itself, it is very dynamic and unpredictable, therefore very close to real world environment.

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Participants' activity is calculated every game update



Depending on the format of learning, partners have the opportunity to choose one of the two types of Simformer Business Simulation for integration:

SBS Classic: Daily-turn-based (once per 24 hours)

For academic institutions:
Long-term academic courses in the areas of economics, finance, management, language studies as well as school lessons in the areas of economics and career development. It is also very useful for conducting various long-term contests for students.

For companies:
Long-term corporate training courses, business games and employee assessment programs.

For individual clients:
Long-term courses, business games, individual training sessions, career development, individual assessment competences and skills.



SBS Intensive: Hourly-turn-based (once per hour)

For academic institutions:
Dynamic short-term business games, academic competitions, intensive courses and seminars.

For companies:
Short-term business games, training sessions, employee assessment programs.

For individual clients:
Short-term courses, business games, individual training sessions, career development, individual assessment competences and skills.

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All essential business processes and functions

Simformer Business Simulation (SBS) has a substantial set of functions for participants to choose from. These functions give the possibility to integrate SBS into a wide range of academic business courses and conduct corporate training sessions and business games in various areas.

Register on www.simformer.com to get access to a demo version of SBS Intensive, a business simulation with hourly turns.

Go straight to registration to access demo version

Establishing an enterprise

Localization, specialization, size, the level of technology…

HR

Hiring, termination of employment, salary, qualification, training, holidays…

Equipment

Buying and removing equipment, wear and tear, repairing…

Supply

Selecting suppliers, quality, price, quantity, supply policy…

Production

Amount, quality, pricing, technology, distribution policy…

Logistics

Supply chains and conditions of supply, hub warehouses…

Marketing

Research, reports, segmentation, advertising campaigns…

Research and Development

Research and technology, laboratories…

Finances

Financial reports on the activity of a company and its subdivisions...

Sales

Price regulation, price conditions, financial statements…

Strategy

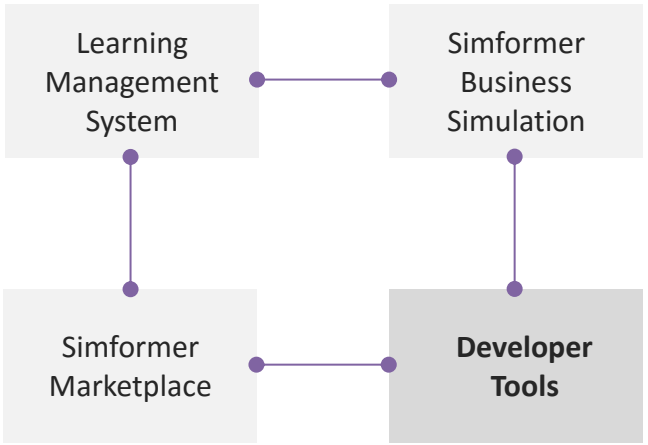
Strategic goal-setting, ways of achieving goals, measuring strategy effectiveness…

…

…

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Developer Tools provide the opportunity for partners to set up the simulation in accordance with the requirements of a specific course or training session or any other educational product (business game, competitions, etc.). Partners are free to choose their own **configuration of the business simulation**.

The configuration process of the simulation contains the following elements:

Starter templates
provide the option to select the type of a business venture, which will be managed by the participants in the simulated environment. For example, when taking the course on start-up development, the participants will be provided just with the initial capital. While having a training session on crisis management, the participants will have the task to manage a huge international company dealing with financial crisis. There is a considerable number of ready-made templates in Simformer template library, but Partners are always welcome to create their own templates.

Global settings
Give possibility:

- to select available types of subdivisions (10 in SBS Intensive and 19 in SBS Classic, which, considering a vast choice of industries, allow creating hundreds of possible subdivisions),
- to select available geographical locations for starting a business (5 countries and 120 cities in SBS Intensive; 33 countries and 300 cities in SBS Classic),
- to select the product buying and selling options (the purchasing of goods in the companies of the selected suppliers (the selection of the suppliers is conducted by the participants themselves), interacting with all of the SBS participants or just with the members within the group.

Independent suppliers

- Global settings will allow a pin-point selection of suppliers for particular goods and regions, and the choice of price, quality and the amount of products for selling during each turn of the game.
- The option of selecting suppliers for the whole range of products and services in the selected city with the option to choose a specific product selling mode (cheap, standard, and quality products).

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Opportunity to configure a particular business venture to start the simulation

We have a considerable number of ready-made templates in Simformer template library. Partners are always welcome to create their own templates.

Name	Description
Balanced retail stores (3 stores in different areas)	At the start student gets three stores in 3 in 3 different regions. Regions are selected randomly, one with a relatively wealthy population, one with a relatively poor population and one completely random. In selected regions a random city is being chosen in the **center** of which **clothing and footwear store** is being opened, filled with the initial goods in the amount of approximately 1 million $. Each store includes a standard head(regional) office (office with 10 workplaces, hired 4 employees with qualifications 4, installed 4 computers with quality 1, for 10 calculations is set up a gift innovation "Experienced manager" that raises the efficiency of the office staff and efficiency of top management). In addition, when selecting a template student receives 10 qualification points in all available categories (management, production, etc.)
Budget retail stores (4 stores in a low-income residential area)	At the start student gets four stores in the region, which is randomly selected from regions with a relatively poor population. In the chosen region four random cities are being selected, located at **outskirts** of which **grocery stores** are being opened, filled with the initial goods in the amount of total around 300 000 $ in each. Cities are not necessarily different, it is possible that a city opens several stores. The set also includes a standard head(regional) office (office with 10 workplaces, hired 4 employees with qualifications 4, installed 4 computers with quality 1, for 10 calculations is set up a gift innovation "Experienced manager" that raises the efficiency of the office staff and efficiency of top management). In addition, when selecting a template student receives 10 qualification points in all available categories (management, production, etc.)
Premium retail stores (3 stores in a prestigious regions)	At the start student gets three stores in the region, which is randomly selected from regions with a relatively wealthy population. Three stores are opened in the selected region: **clothing and footwear store** with the goods of 1 million $, **grocery store** with the goods of 1 million $ and **car store** with the goods of 2 million $. Stores are located in the **center** of one or more randomly selected cities in the region. The set also includes a standard head(regional) office (office with 10 workplaces, hired 4 employees with qualifications 4, installed 4 computers with quality 1, for 10 calculations is set up a gift innovation "Experienced manager" that raises the efficiency of the office staff and efficiency of top management). In addition, when selecting a template student receives 10 qualification points in all available categories (management, production, etc.)
Vertically integrated holding of clothing manifacturing	At the start student gets a set of the following enterprises: sheep farm, a weaving factory for the production of woolen fabrics, readymade garments factory and retail store of clothing and footwear. Location of the city for set is selected randomly. The 5th level of technology is set for all industries, the store is created in the city center and filled with the initial goods in the amount of 1 million $. The set also includes a standard head(regional) office (office with 10 workplaces, hired 4 employees with qualifications 4, installed 4 computers with quality 1, for 10 calculations is set up a gift innovation "Experienced manager" that raises the efficiency of the office staff and efficiency of top management). In addition, when selecting a template student receives 10 qualification points in all available categories (management, production, etc.)
Vertically integrated holding of motorcycle manifacturing	At the start student gets a set of the following enterprises: steel plant, a plant for the production of rubber, engine plant, plant for the production of components for engines, tire factory, assembly plant of motorcycles and retail car shop. Location of the city for set is selected randomly. The 5th level of technology is set for all industries, the store is created in the city center and filled with the initial goods in the amount of 2 million $. The set also includes a standard head(regional) office (office with 10 workplaces, hired 4 employees with qualifications 4, installed 4 computers with quality 1, for 10 calculations is set up a gift innovation "Experienced manager" that raises the efficiency of the office staff and efficiency of top management). In addition, when selecting a template student receives 10 qualification points in all available categories (management, production, etc.)
Restaurant	At the start student gets a set of the following enterprises: meat and dairy farm, a creamery, a mill, a bakery factory, a factory for the production of aerated water and a **restaurant**. Location of the city for set is selected randomly. The 5th level of technology is set for all industries, the restaurant is created in the city center and specializes in "Fastfood". The set also includes a standard head(regional) office (office with 10 workplaces, hired 4 employees with qualifications 4, installed 4 computers with quality 1, for 10 calculations is set up a gift innovation "Experienced manager" that raises the efficiency of the office staff and efficiency of top management). In addition, when selecting a template student receives 10 qualification points in all available categories (management, production, etc.)
Footwear research and production enterprise	At the start student gets a set of the following enterprises: plant for the production of rubber, shoe factory, **two laboratories** for the study of new technologies, as well as retail store of clothing and footwear. Location of the city for set is selected randomly. The 5th level of technology is set for all industries, the store is created in the city center and filled with the initial goods in the amount of 1 million $. The set also includes a standard head(regional) office (office with 10 workplaces, hired 4 employees with qualifications 4, installed 4 computers with quality 1, for 10 calculations is set up a gift innovation "Experienced manager" that raises the efficiency of the office staff and efficiency of top management). In addition, when selecting a template student receives 10 qualification points in all available categories (management, production, etc.)
Metallurgical industry	At the start student gets a set of the following enterprises: steel plant, engine plant, plant for the production of components for engines, machine tool plant and the factory of mining equipment as well as a laboratory for the study of new technologies. Location of the city for set is randomly selected. The 5th level of technology is set for all industries, the store is not included. The set also includes a standard head(regional) office (office with 10 workplaces, hired 4 employees with qualifications 4, installed 4 computers with quality 1, for 10 calculations is set up a gift innovation "Experienced manager" that raises the efficiency of the office staff and efficiency of top management). In addition, when selecting a template student receives 10 qualification points in all available categories (management, production, etc.)

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Selecting available types of enterprises and countries

Global settings for SBS Intensive

Available classes of enterprises (students can only create a check-box marked types of companies)

Save changes

Class of subdivision	Description
Office	The company manages its subdivisions through company representative offices.
Store	Retail stores are at the end of the production chain. Retail revenues represent the main basis of all revenues from your subdivisions involved in the production of goods.
Services sector	Enterprises specializing in services
Restaurant	From small cafes to large restaurants
Factory	Factories produce finished goods from raw material
Mill	Mill grinds grain and produces flour
Animal farm	Animal farms produce agricultural products and breed animals
Warehouse	Warehouse accumulates and distributes products
Laboratory	Laboratory performs technology research and development
Mine	Mine extracts minerals from various fields

Save changes

Available countries (students can create enterprises only in the marked check-box countries)

Save changes

Country	Total area of the land	Population	Number of cities	Tax rate
Germany	0.36 million km^2	82.4 million	14	25%
Russia	17.07 million km^2	157.1 million	54	18% - 41%
Spain	0.51 million km^2	46.0 million	10	30%
Ukraine	0.60 million km^2	46.3 million	17	32% - 36%
United States of America	9.52 million km^2	321.3 million	26	35% - 43%

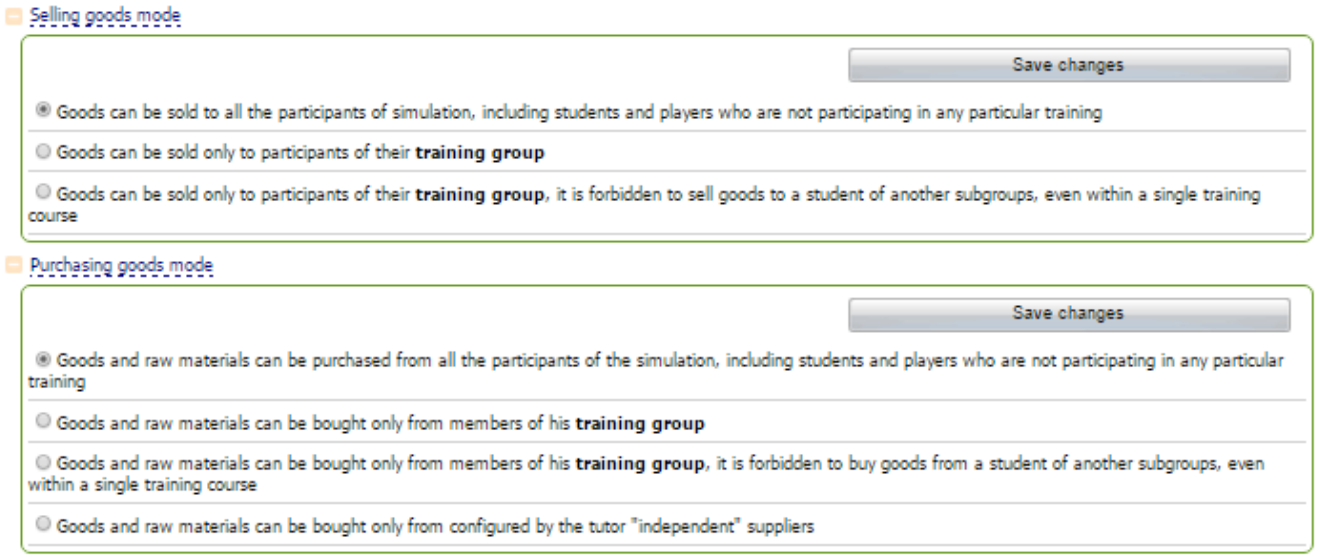
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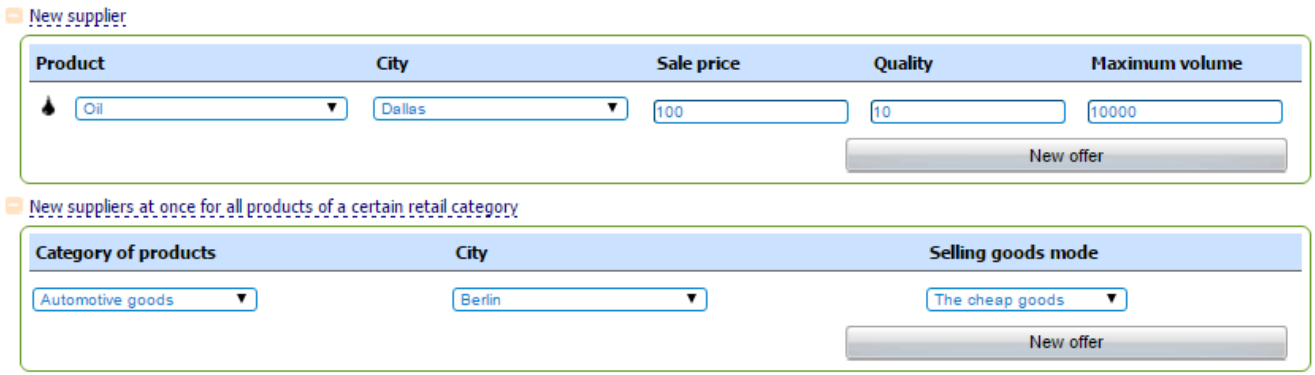
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Setting up the product selling/buying modes and selecting independent suppliers

Global settings for SBS Intensive and SBS Classic:

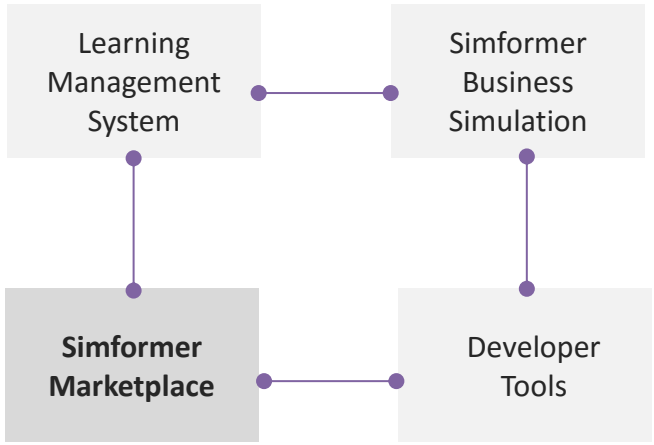


An example of how to select independent supplier in SBS Intensive and SBS Classic:

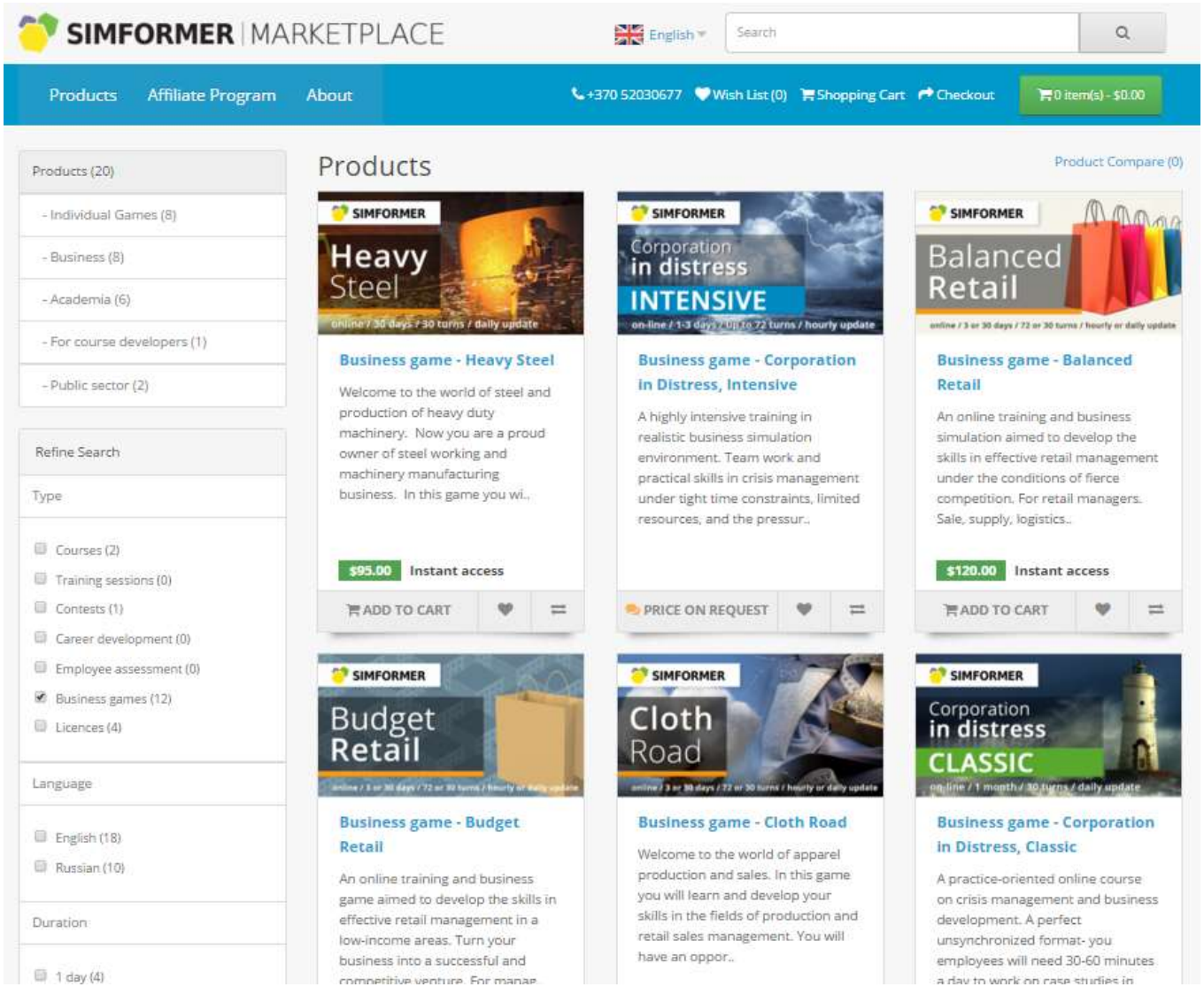


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Simformer Marketplace is an online shop for business simulation-based educational products. Marketplace online shop provides various opportunities. Partners can publish and sell their products. Users can gain access to practice-oriented learning courses.



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Simformer Instructional Design: Business Game Development

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Business games, developed on Simformer Platform, provide the opportunity to simulate a wide range of management decisions and reinforce acquired theoretical knowledge. Various formats of conducting business games allow the development of a wide spectrum of game products.

Types of business games and their key characteristics:

Parameter	Corporate games	Academic games	Individual games
The goal of the game	Development of hard/ soft skills, conduct a training session in a form of a competitive business game, employee assessment, …	Practical application of acquired theoretical knowledge in business simulation environment, …	Practical application of the theoretical knowledge in business simulation environment, developing skills in business management, …
Game duration	Generally, short-term games (lasting between several hours up to 3 days).	Short-term (1-3 days). Could be integrated into separate modules of particular courses. Long-term (1 month - the whole semester). Could be integrated into subject teaching.	Short and long-term business games.
Type of simulation	An hourly-turn-based SBS Intensive.	An hourly-turn-based SBS Intensive for short-term games. A daily-turn-based SBS Classic (once per 24 hours) for long-term games.	An hourly-turn-based SBS Intensive for short-term games. A daily-turn-based SBS Classic (once per 24 hours) for long-term games.
Participation	Individual or group	Individual or group	Individual
Delivery format	Onsite, online, blended	Onsite, online, blended	Online
Game moderation	Generally, not needed	Possible	Possible
Participants' assessing procedures	Participants' ranking, skills and competency assessment by HR experts	Participants' ranking	Participants' ranking

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Determine the segment and the goal of the business game

The segment, for which the business game has to be developed, pre-determines the game's content. For example, in corporate environment, business games are one of the training formats with element of competition. Therefore, these games should be developed with a clear goal to provide participants the opportunity to develop certain skills and competencies, just like during any type of corporate training.

The main purpose of business games in academic environment is for students to reinforce the theoretical knowledge by means of gamification. In this case the teaching aspect is not that important, the main goal is to connect theory and practice by performing practical assignments in SBS.

The purposes of business games for individual clients could be vast – from reinforcing of theoretical knowledge to developing particular skills.

Select the duration of the game

Normally, corporate business games are short-term, lasting between several hours up to 2 or 3 days at the most. We recommend selecting the shortest duration of the game (4 hours). Business games for academic environment and for individual purposes can be short-term as well as long-term.

Select the type of SBS

An hourly-turn-based (every astronomical hour) SBS Intensive is used for all short-term business games. The license to access SBS Intensive will be valid for 3 days after activation.

A daily-turn-based SBS Classic (once per 24 hours from 1:00 to 1:15 GMT) is used for long-term or longer than usual business games. The minimum duration of SBS Classic subscription is one month. The maximum duration is not restricted, but no less than a month.

Select the format of participant interaction

Business games for corporate training and academic environment offer:

- Individual participation - each participant manages the learning process individually.
- Group collaboration – the group of participants manages the learning process by means of mutual collaboration.

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The individual format of learning provides explicit progress results in the form of ranking that participant's company receives in SBS. In group format the ranking of each participant tends to be leveled out. However, working in a group enhances the development and assessment of a wide range of skills and competencies, which are gained by mutual collaboration among the participants. For example, when participants are working on a task together, they have the opportunity to develop their skills in leadership, communication, teamwork, delegation, cross-functional collaboration, etc.

When developing a business game on Simformer Platform, we recommend selecting both group as well as individual formats. The particular format is selected by the client prior to purchasing or conducting the game.

Select the format of the game (online, onsite, blended)

Business games for corporate and academic environment can be conducted in onsite, online or blended-learning formats. Although onsite sessions are more effort-consuming and involve smaller number of participants, they are more profitable (in terms of price per one participant) and essential in employee assessment tasks (in case the assessment is performed by a game moderator).

The advantage of online games is that they can be conducted for unlimited number of participants. Since there's no need to gather participants in one place, it means that this format is economical for clients' expenses; hence this particular format of learning is very popular.

When developing business games, we recommend looking to the online format first. An online game can be easily transformed into an onsite one.

Game moderation (online, onsite)

An onsite game normally needs to be moderated by a game moderator. Online business games can be:

- Moderated online. Online moderation can be conducted by means of online Simformer classes, Skype conferences or other forms of online communication.
- Conducted without moderators' assistance. Participants receive assistance (theoretical information, explanation of Simformer Business Simulation functions, tasks to be performed in SBS, etc.) in the form of pre-recorded video tutorials and printed guides.

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We recommend developing business games that do not require online moderation first. In case the client requires an online or onsite game moderation, the conditions of such requests are discussed separately.

Developing game scenario: The game plot

You have the opportunity to devise your own game plot that would reflect the game's overall direction and dynamics.

For instance, one of the first Simformer business games «Corporation in Distress» was developed with an aim to make the top managers of various companies encounter crisis management situations, and force them to make a lot of decisions in a constrained timeframe. The participants had to manage a company dealing with financial problems. Their task was to lead the company out of crisis, stabilize the performances of key subdivisions, enter new markets, and subsequently expanding the business. The scenario of the game is described in Simformer Marketplace and in the presentation materials on how to conduct onsite and online business games.

Competitiveness elements

Participants' ranking (based on the company's assets, revenue, and profit indicators) is updated every turn of the game (every hour in SBS Intensive and every 24 hours in SBS Classic).

When conducting a moderated business game, we recommend summarizing the results, announcing the winner and discussing participants' progress after each turn of the game. In order to do that, select several indicators that would define participants' ranking.

The winner of the game could be chosen based on the particular game update results or overall results of the game.

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Training techniques

A game is always an exciting and dynamic event. In addition to that, the goal of business games is to develop participants' hard and soft skills.

SBS has a wide set of functions: there are all key business processes, a big spectrum of subdivisions. In addition, the simulation is based on the interaction between the participants.

Selecting the group format of the game (when several participants manage one company, thus coming to mutual agreement) would benefit greatly if there is a requirement to develop and assess skills and competencies that become apparent only during team work. For example, when working on a common task, participants showcase their skills in leadership, communication, teamwork, delegation, cross-functional collaboration etc.

Due to the game plot, missions, and quests, a business game acquires the elements that allow the development and assessment of certain skills. Constant game updates help perfect the acquired skills.

For example, in one of the Simformer business games, participants, who work together, have to develop their effective decision-making skills within a constrained timeframe. First of all, the participants are given more tasks that they could handle under normal circumstances. Secondly, the game moderators constantly ask elaborate questions and give some theoretical information on how to prioritize the tasks, divide them among subgroups of participants, find the similarities in the tasks, etc. Finally, after several game turns, participants' work efficiency significantly increases.

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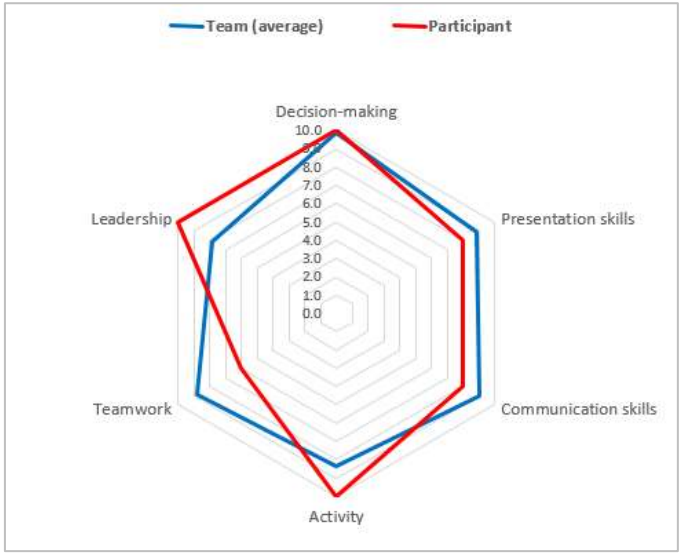
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Assessment elements

Simformer Business Simulation generates an automated ranking of the companies managed by the participants. In addition to that, the Client might require professional assessment of participants' skills and competencies. Such assessment can be conducted by the Client's HR experts, independent HR experts or by game moderators themselves (in case there are qualified in HR management). The assessment measurements and criteria are discussed prior to purchasing the game.

Generally, participants forget about the fact that they are observed to be assessed just after an hour of playing the game. It helps relieve stress and tension usually relevant during assessment sessions (companies' regular assessment procedures, for example).

The ultimate variant of organizing assessment procedures is to employ the assistance of qualified HR experts of the Client. The HR experts will be observing the participants during the gameplay. In this case the game could be moderated even in online format.



In the case of this particular game, client's goal is to assess certain skills of the participants, like decision-making, presentation, leadership, communication, activity, teamwork.

The assessment scale is from 0 to 10 (from the lowest assessment measure to the highest). The assessment measurement is an average of the scores provided by a game moderator and the Client's HR experts.

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Practical assignments

For every game turn select certain practical assignments, which the participants would have to perform in SBS.

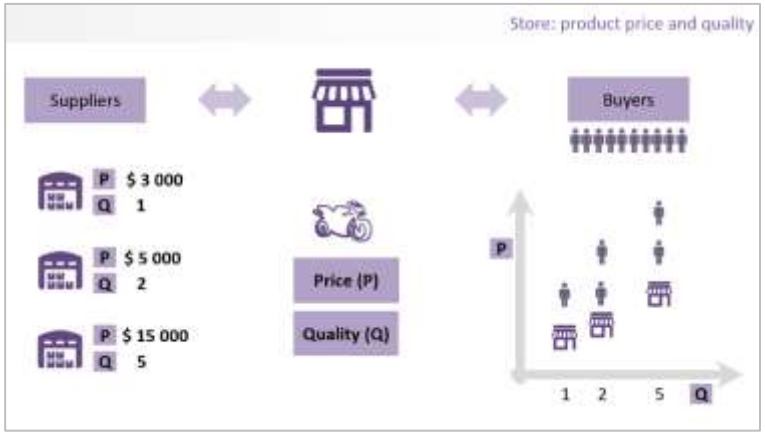
For example:

- Increase the turnover of the retail network by X%.
- Carry out market research and expand the business, by opening more than 3 new subdivisions.
- Achieve the efficiency of Y% of the marketing campaign.
- Make the subdivisions profitable in three game turns.

General recommendation - the goals, set for the participants, have to be measurable and achievable in a desired time frame.

Hand-outs and presentations

Before each game turn, we recommend doing small presentations, which contain game scenarios, theoretical information (presented in thesis statements), the number of assignments to perform in business simulation environment, and the time frame to perform those tasks.



The presentations can be used during both online and onsite moderation of the game. In case the moderation of the game is not necessary, such presentations can be used as video tutorials, which the participants can watch and learn the game on their own.

Hand-outs, however, are optional. They are necessary in case the participants need to have extra learning material.

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Develop a game plan

Before working on presentation materials, we recommend devising a game plan, which would showcase the games' key events every turn.

Possible format of a game plan

Time	Period T	T+1	T+2	…	T+N
Game turns		1	2	…	N
Analyzing the results of the previous game turn	-	5 min	5 min		Summarizing the results, identifying the winner
Time for the participants to present their solutions	-	5 min	5 min		-
Theory, Techniques, Skills	15 min The amount of theoretical information to give, skills to develop, …	15 min The amount of theoretical information to give, skills to develop, …	15 min The amount of theoretical information to give, skills to develop, …		Game moderator's feedback (in case the game is moderated)
SBS functions	15 min SBS functions to explain	10 min SBS functions to explain	10 min SBS functions to explain		-
Practical assignments	15 min Assignments to perform in SBS	15 min Assignments to perform in SBS	15 min Assignments to perform in SBS		-
Other	-	10 min Additional competition	10 min Additional competition		Handing the certificates

Generally, all possible actions of the participants during game turns are standard:

- The analysis of the results after the game turn.
- The analysis of the decisions made during the previous turn, in the form of presentation done by one of the participants (we recommend changing the presenting participant every game turn, so everyone has a chance to participate).

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- Presentation of the game scenario by a game moderator, explanation of theoretical information, techniques of task-solving,
- Explanation of SBS functionality, necessary for accomplishing tasks within specific time frame.
- Presentation of the assignments the participants have to perform in SBS.
- Execution of the assignments by the participants.
- Optional - introduction of additional training elements, like auctions to earn additional bonuses, in order to enhance game dynamics, etc.

The game is concluded with results analysis, identifying the winner, feedback from the game moderator (in case the game is moderated), and handing the certificates. The certificates are given in printed and (or) e-format (for uploading to social networking sites).

Information delivery: snowball effect

We recommend delivering information to the participants gradually and in parts. In addition, these parts have to be interconnected with each other. This will help to submerge the participants smoothly into the game scenario, training elements, and SBS.

Additional elements for the game dynamics management

Typical game schedule, described earlier, ensures great game dynamics and participant involvement. However, these are the elements, that could be applied for moderated games:

- Auctions among the participants for certain prizes (a possibility to receive a supply of high quality goods with a large discount). The auctioneer announces the initial price for one unit of goods, later the auction is conducted among the participants. The winner is the highest bidder. Technically, the supply of such goods is delivered from the warehouse set and managed by the game moderator.
- Contests to select the participant, who is able to predict the amount of sales, the market share etc. The award will grant a discount for buying high quality goods, accruals to the company's account, etc.

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Game plan example

A template of online or onsite game moderation created for “Corporation in Distress”

Period		1		2		3		4		5		6		
Time	8:45	9:00		10:00		11:00		12:00		13:00		14:00		15:00
Turns	☕			1		2		3		4		5		6
General chronology	9:00	Introduction. The essence of a business game, companies’ subdivisions and their indicators, criteria for winning.	10:05	Game turn results.	11:00	☕	12:05	Game turn results. Participants’ rating.	13:00	☕	14:05	Game turn results. Participants’ rating.	15:05	Game turn results. Final rating.
	9:05	Managing a retail business	10:10	Team analysis of the situation.	11:15	Game turn results. Participants’ rating.	12:10	Team analysis of the situation.	13:15	Team analysis of the situation.	14:10	Team analysis of the situation.	15:10	Comments on participants’ interaction during the game. Feedback on the game.
	9:20	Task 1: to optimize the sales and supply in the stores 1 and 2.	10:20	Introduction of marketing and advertising. The basics of managing the size and location of a retail business, Human Resources management. (Stores 1 and 2). Task 2: To sustain current operations. To launch an advertising campaign. To optimize stores’ size, location and staff.	11:20	Managing a restaurant. Managing a factory. Task3: To sustain current retail operations. To increase restaurant’s and factory’s profitability	12:20	Retail, entering new markets: the choice of location and production line. Task 4: To sustain operating activity. To increase overall profitability by opening new subdivisions.	13:20	Optimization and business expansion. Task 5: To sustain operating activity. To optimise the business and increase its overall productivity.	14:20	Optimization and business expansion. Task 6: To sustain operating activity. To optimise the business and increase its overall productivity.	15:20	Awarding the participants and the teams. A photo of all participants
	9:30	Dividing into teams. Task execution.	10:30	Task execution.	11:30	Task execution.	12:30	Task execution.	13:30	Task execution.	14:30	Task execution.		
	9:50	Confirming all actions in SBS.	10:50	Confirming all actions in SBS.	11:50	Confirming all actions in SBS.	12:50	Confirming all actions in SBS.	13:50	Confirming all actions in SBS.	14:50	Confirming all actions in SBS.		
	9:55	Identifying the leader of the team. Presentation of the decisions by the team.	10:55	The change of a leader. Presentation of the decisions by the team.	11:55	The change of a leader. Presentation of the decisions by the team.	12:55	The change of a leader. Presentation of the decisions by the team.	13:55	The change of a leader. Presentation of the decisions by the team.	14:55	The change of a leader. Presentation of the decisions by the team.		
Special tasks				1. “Predictor” contest: Predicting the sales amounts of particular goods. Award: investments into parking (give+50% stores’ customers in SBS)		1. Parking as a bonus. 2. Discount for buying: The goal is to increase the amount of sales of goods in “Clothes and shoes category” Award- Q=5 goods at a discount price 3. Sales forecast of tires (1 unit).		1. Goods supply at a discounted price. 2. +30% for automobile goods sale. 3. Motor bikes auction, sugar: Q=15, auction bidding. 4. Forecast sales of sausages (1 unit).		1. +30% for goods sale. 2. An auction or a discount. 3. Forecast sales of shoes (1 unit).		1. +30% for clothes and shoes sale. 2. Supply at a discounted price.		
Explainable basics of SBS		Demand (D) Supply (S) Price (P): buying, selling, average, separate competition Quality (Q) Brand (B) Location (L)		Popularity Advertising channels Employees: salary, qualification, number		Previously introduced + equipment and restaurant’s level of service		Location: population, average salary, market size, competition indicators						

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Moderated onsite business games

In order to conduct an onsite business game, the Client has to provide the following technical facilities:

For a game moderator:

- A big TV set or a projector with a screen (including a wire to connect with a computer).
- A flip-chart board.

For participants:

- Individual game - each participant has to be provided with a computer.
- Group game - 1-3 computers for the whole group, an ability to connect one of the computers to a projector.
- Requirements for the computers: internet connection, a web browser.
- Flip-chart boards per team.

Moderated online business games

The technical facilities of online games are the same for onsite games, except that participants do not have to be in one room. Online communication tools of particular participants can be used in online group games.

The online moderating of the game is conducted by means of online classes of the Client (if available) or Simformer, Skype-conferences or other communication tools. Simformer online classes allows installing a projector to the game moderator's desk, giving a slide presentation; they also contain interactive boards, surveys, chats, audio/video connection possibility, the possibility to transfer files, etc.

Online games without moderation

We recommend developing business games without online moderation first. The participants receive access to Simformer Platform and all uploaded content for the game-videos, text files, task descriptions, etc. The content is structured according to the modules, each of which is associated with one or several game turns.

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An example of a game module on Simformer platform

One of the business game's "Corporation on Distress" (English version) module: a short video based on a slide presentation, "timeline" of the game for the participants



The videos for non-moderated games can be made using standard tools, like PowerPoint, Camtasia, iSpringer, etc.

Game tutorials and guides can be prepared in printed version (or for download) also.

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Setting up the simulation

Please, make sure you read the description of Developer Tools.

Depending on the goal, scenario, and schedule of the game, developer tools ensure initial business simulation settings: starter templates, global settings, independent suppliers. Once Simformer experts are acquainted with business game materials, they will provide consultations and help configuring the settings of particular goods. Also read Navigator of Simformer Platform functions.

Certificates for participants

It is possible to issue printed certificates of participation (for business games with onsite moderation) or in electronic format (for moderated or non-moderated online business games). The e-certificates can be uploaded to the participants' social networking sites.

Certificates samples



The Gold certificate for the winners of the game.

(for the first three winners in individual games and for all participants of the winning team in group games)



Certificates for participation in a business game.

How to upload your game to Simformer platform

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If you have some business game ideas, please, contact us and leave the following information:

Full name:
- Company name (in case you represent a company).
- Contact details (telephone, e-mail, Skype name…).
- Brief game description: target audience, the essence of the game.

Simformer experts will help you with further steps and consult you on the process of business game development.

In order to upload the business game to a Simformer Platform you will have to:

- Develop game content according to these methodological recommendations. Game content development is conducted by the Partners with assistance from Simformer experts.
- Setup a business simulation to meet the goals of a particular game. The setting of the simulation is conducted by Simformer specialists in collaboration with the Partners.
- Prepare business game description for Simformer Marketplace. It is conducted by the Partners with assistance from Simformer experts.



SIMFORMER

PLATFORM FOR DEVELOPING BUSINESS SIMULATION – BASED COURSES AND TRAINING SESSIONS

Simformer Instructional Design: Educational Course Development

Go to table of contents

Simformer Platform is perfect for developing practice-oriented online courses. Developers can use traditional LMS, massive multiuser business simulation and developer tools for setting up a business simulation to meet the requirements of a certain course.

The types of learning courses, and their key specifications:

Parameter	Corporate courses	Academic courses	Individual courses
Course's direction	Business-oriented courses: strategic management, project management, marketing, finances, crisis management, etc.	Practically all traditional business or economics related academic courses	Course on the basics of entrepreneurship, managing small business, traditional business courses
Time frames	Generally, short- term courses	Generally, semester-long courses	From short- term courses to long-term educational programs
Simulation	An hourly-turn-based SBS Intensive	A daily-turn-based SBS Classic	An hourly-turn-based SBS Intensive for short-term courses. A daily-turn-based SBS Classic for long-term educational programs
Participation	Individual or group	Individual or group	Individual
Format	Online	Onsite, online	Online
Course moderation	Possible	Generally, needed	Possible
Assessment procedures	Participants' ranking in SBS, various knowledge assessment tests	Participants' ranking in SBS, various student knowledge assessment tests; other assessment procedures, described in the learning program	Participants' ranking in SBS, traditional knowledge assessment tests

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Select the segment and direction of the course

The direction of academic courses is determined by national requirements and internal policy of academic institutions. Therefore, when selecting the course topics, we recommend taking into the consideration the standard academic business and economics courses.

Nowadays, corporate educational programs are steered towards short-term courses. On one hand, they give the chance to teach employees the necessary knowledge and skills, on the other hand, they minimize the time when employees are distracted from their work and responsibilities.

Individual courses can contain the elements of traditional academic courses as well as corporate short-term courses.

Select the course time frame

Generally, traditional academic courses have to last the whole semester. Every course can be comprised of several modules, which can last between several weeks to several months.

The theory of short-term courses can be acquired in several hours; the rest of the time can be dedicated to developing practical skills.

Select the type of SBS

A daily-turn-based SBS Classic (once per 24 hours from 1:00 to 1:15 GMT (Greenwich Time)) can be used for long-term courses. The minimum subscription. The minimum duration of SBS Classic subscription is one month. The maximum duration is not restricted but no less than a month.
An hourly-turn-based SBS Intensive (every astronomical hour) is used for all short-term business games. The license to access SBS Intensive will be valid for 3 days after activation.

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Select the format of participant interaction

Regardless of the time frames and the overall learning process, the course offers:

- Individual participation - every participant runs the virtual company on his/her own.
- Group interaction - a group of participants run their virtual company.

The individual format provides opportunity to review the achievements and progress of individual participants in the form of companies ranking in SBS. The ranking of an individual participants tends to be leveled out in the group format. However, it allows the development and assessment of a wide range of skills and competencies that become apparent during participant's interaction with each other. For example, by working on a common task, the participants reveal their leadership, communication, team work, delegating, cross-functional collaboration skills and competencies. Apart from that, participants tend to acquire the learning material much faster while working in a team.

While developing courses on Simformer Platform, we recommend providing the possibilities of both individual and group formats of learning. The choice of the format is selected by the Client while purchasing the course.

Select the format of the course format (onsite or online)

We recommend developing corporate and individual courses for online format only.

We also recommend developing academic courses for conducting in online format first. The online format ensures global promotion of courses. However, the course should contain a recommendation of how to conduct it in onsite format also (for conducting it in academic institutions).

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Course formats (onsite, online)

Onsite courses are naturally conducted by a course instructor.

Online courses allow:

- Online moderation. The conducting of online course is done in Simformer online classes, Skype conferences, or other online communication tools. Additionally, participants are able get assistance and feedback on forums, blogs, etc.
- Learning without moderation. All necessary learning materials (theory, the explanation of SBS functions, the assignments, etc.) are delivered in the format of pre-recorded video tutorials or printed recommendations. Testing knowledge proficiency — by means of SBS and traditional automatized tests.

We recommend developing courses that do not require online moderation first (courses for individual learning).

The elements of competition

After each turn (every clock hour in SBS Intensive and every 24 hours in SBS Classic), the rating of the participants is updated (according to the companies' assets, revenues, profit).

We recommend adding the elements of competitiveness to the individual or groups courses. The participants of the courses will be motivated even more.

The elements of assessment (certification)

There could be several techniques when it comes to assessing participants:

- Automated assessment of the participant's achievements in SBS in the form of rating the success of the participant's company.
- Traditional assessment systems in Simformer LMS: tests, questionnaires etc.

A course instructor has access to this information, thus he/she is able to give feedback to the participants.

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Setting up the simulation

Please, read the description of the Developer Tools.

Depending of the goals of the course, the developer tools allow course developers to set up a preliminary business simulation. (Starter templates, global settings, independent suppliers.) Simformer experts will provide consultations and help configure the settings according to the particular product.

Please read Navigator of Simformer Platform functions.

"Theory — Simulation" or "Simulation — Theory"

Choose one of the two variants of the theory-practice sequences in SBS:

- "Theory — Practice in SBS". The traditional format of learning, when participants acquire theoretical knowledge first, and then they reinforce their knowledge by conducting practical tasks in SBS.
- "Practice in SBS — Theory". The participants solve practical tasks in SBS first, after identifying the gaps in their theoretical knowledge, they start learning theory.

Short courses

Short courses are a popular format of delivering a learning content. Theoretical materials are delivered in small parts, which could be learned in 10-15 minutes. After that participants perform practical assignments. Subsequently, the short course is comprised of such modules.

Theoretical content can be delivered in different formats:

- Traditional printed hand-outs for individual learning,
- Video presentations,
- Animated presentations,
- …

Simformer LMS allows uploading different types of content, which is currently used in online education. The LMS supports SCORM format, which allows importing an existing content.

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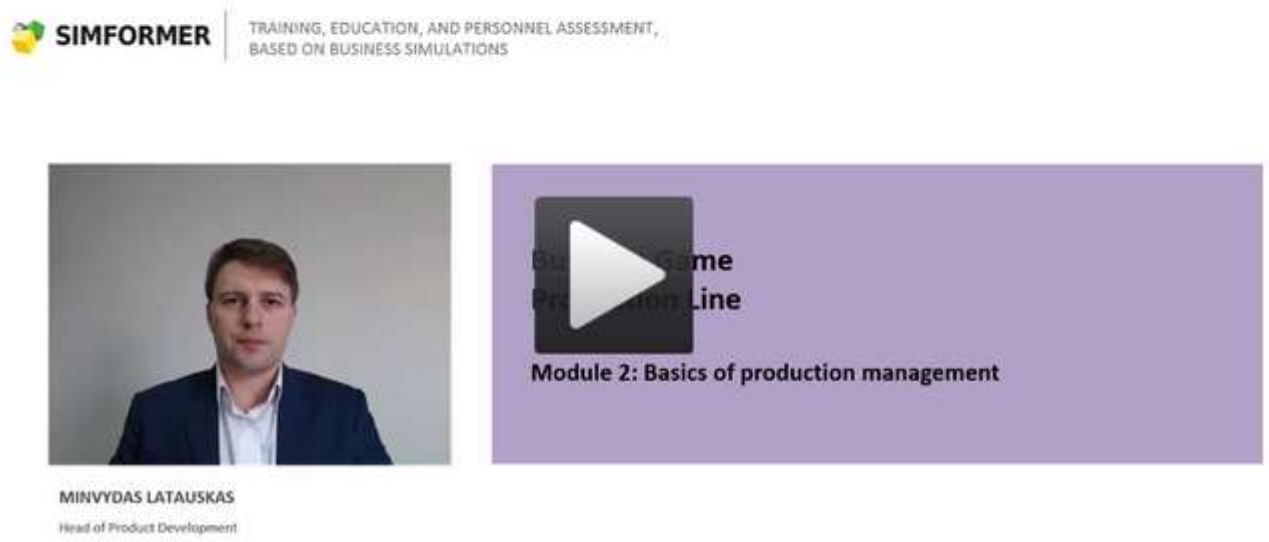
Short courses: a sample of how to arrange a module

We recommend developing course content in a module structure. Each module should contain theoretical information and a particular assignment for participants to perform in SBS.

The example of a module structure in one of the Simformer courses.

Module 2: Basics of production management

- **Theory:** basics of production and quality management.
- **Introduction to SBS:** how to manage supplies, equipment and personnel.
- **Tasks:** choose the combination of quality for the parts used in production, match equipment quality and personnel qualification in accordance to available technology level.
- **Assignment in SBS:** manage production line in all manufacturing facilities of virtual business.
- **Duration:** 1-2 turns.



In this example the course instructor delivers the theoretical part in the form of a short video, which was created with the help of MS Power Point and Camtasia©Studio. There is a description of the theoretical task and the assignments to perform in Simformer Business Simulation in the video as well. The participants are given 1-2 turns in SBS to perform all assignments (we recommend arranging the learning material in such a way that every module would include theoretical information as well as specific practical assignments). There are several similar modules in the course. The participants can take the whole course at once or go module by module.

Assignments in SBS

Examples of assignments and theoretical information:

Topic of theory modules	Example of practical assignments that could be performed in SBS
Strategic Marketing. Ansoff Matrix (product — market).	Identify, which quadrant the tire factory in Vladivostok is associated with. Formulate your strategy and begin implementing it. Time for assignment - 1turn.
Risk management. Diversification as a risk management method.	Diversify the supplying of raw materials to sausage factory in Kaliningrad in such a way, so theshare of the individual suppliers in the total supply (in price terms) would not be more than 10%. Time for assignment - 2 turns.
Finances. Fixed and variable costs.	For the store No.3 in Moscow residential area, identify the breakeven point, based on the average sales volume during the last 3 turns and the fixed costs of the current turn. For the next turn, reduce fixed costs of the shop by 10% and re-calculate of the breakeven point. Time for assignment - not more than 3 turns.
Project management. Expanding the production.	For Togliatti factory, plan and implement a project to increase the production of motorcycles by 25%. The quality of products has to be higher than the country average market value by 15%, the price – compatible with the average prices of competitors. Time for assignment - 10 turns.

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Traditional academic courses

Theoretical content of an online course can be presented in various formats:

- Printed hand-outs for individual learning.
- Video presentations by a course instructor.
- Animated presentations.
- …

Simformer LMS allows uploading various types of current online learning content. The LMS supports SCORM format as well, which allows importing the ready-made content.

Recommendations regarding students' individual activities in SBS. We recommend arranging the learning content in modules, which would all be about one topic. Every module would contain a short description of theory, practical assignments, and recommendations on how to perform tasks in SBS individually.

Students' assignments in SBS

We recommend a daily-turn-based SBS Classic for arranging practical assignments during semester courses. It will allow the arrangement of onsite as well as online students' activities in SBS.

For onsite or online courses, choose the tasks, which would motivate students to find the best solutions, encourage student interaction.

For instance, in order to perform the tasks on Marketing,

> *Identify, which quadrant the tire factory in Vladivostok is associated with. Formulate your strategy and begin implementing it. Time for assignment - 1turn*.

students have to analyze the market/product and provide explanation about its position in the matrix. The assignment can be performed individually or in a group (5-6 students). The solution has to be presented by the whole group of students; the instructor gives feedback.

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Ranking in SBS as a part of assessment

For students' individual learning, choose the assignments with automated checking.

For instance, in project management tasks,

> *For Togliatti factory, plan and implement a project to increase the production of motorcycles by 25%. The quality of product has to be higher than the country average market value by 15%, the price – compatible with the average prices of competitors. Time for assignment - 10 turns.*

Students can determine themselves whether the task is performed or not, by comparing the indicators before and after project implementation.

Students ranking in SBS can be used in conducting the course's final or interim assessment.

Date	Company Name	Revenues	Expenses	Profit	Taxes	Assets	Debts
12 January 2016	Student1 Ltd. Student	€0.00	€0.00	€0.00	€0.00	€10 000 000.00	€0.00
12 January 2016	Student2 Ltd. Student	€80 196.29	€1 217 537.33	-€1 137 341.04	€0.00	€10 749 054.17	€0.00

After each simulation turn the key data of the company, managed by the users, is updated. For example, if there was a growth of assets by certain percentage, if the company was in the profit zone or among the first X companies in the list, all these factors determine whether the company's shareholders receive a specific point or not.

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How to upload your course on Simformer platform

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If you are planning on developing online courses, contact us by providing the following information:

- Full name.
- Company or University name.
- Contact information (phone, e-mail, Skype, …).
- Brief description of the course: the name, the learning materials that you already have.

The Simformer experts will assist you in developing a course integrated with SBS.

In order to upload a course on Simformer Platform, it is necessary to:

- Develop an online content according to the instructions written in this manual. The Partners develop the courses assisted by Simfromer experts;
- Set up a business simulation according to a specific course - the setting up is conducted by Simformer specialist together with the Partner;
- Prepare the course description for Simformer Marketplace. This is done by Partners with Simformer experts' assistance.

SIMFORMER

PLATFORM FOR DEVELOPING BUSINESS SIMULATION - BASED COURSES AND TRAINING SESSIONS

Simformer Instructional Design: Corporate Training Session Development

Go to table of contents

Simformer Platform is used for online as well as onsite training sessions. Platform's multi-functionality and flexibility allows the development of online courses for unlimited number of participants.

Types of training sessions and their key components:

Parameter	Corporate training sessions	Individual training sessions
Topics	Developing such skills and competencies as strategic thinking, analytical thinking, stress-resistance, creativity, making decisions under limiting resources, thinking outside the box, business planning, setting goals, change management, supply chain management, etc.	
Specific topics for corporate training sessions	Leadership, communicative skills, teamwork, delegation, cross-functional collaboration, online communication tools, managing companies with a big number of branch offices etc.	-
Types of business ventures	From start-ups to huge international corporations in automotive, commerce, mechanic engineering, mining, metallurgical engineering, scientific research, oil and gas, warehouses and logistics, food production, agriculture, service sector, retail, chemicals, etc.	
Duration	Between 4 hours and several days	Between 4 hours and several months
Simulation	An hourly-turn-based SBS Intensive	An hourly-turn-based SBS Intensive for short-term training sessions lasting up to 3 days. A daily-turn-based SBS Classic for long-term training sessions.
Participation	Individual and group	Individual
Format	Onsite, online	Online
Moderation of training sessions	Generally needed	Possible
Assessment	Participants' ranking, HR assessment	Participants' ranking

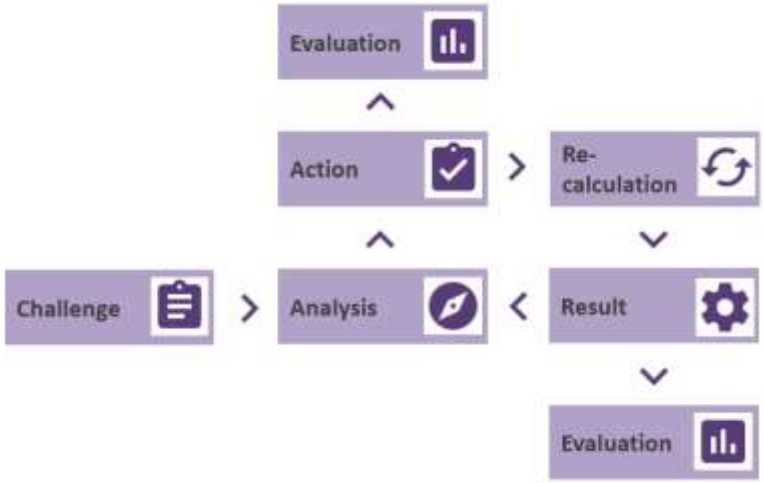
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SBS based training sessions

During corporate or individual training sessions participants are able to develop specific skills and competencies by performing practical assignments in SBS. SBS functions in online format, thus it is very easy to import the course into an online format as well.

When given the assignment, the participants analyze the situations; make decisions in the field of business management, by performing these assignments in SBS.



The participants can take actions individually or in groups.
The group format of learning allows the development and assessment of skills, which become apparent only during the collaboration between the participants, like team work, leadership, communication skills, and cross-functional collaboration, etc.

The assessment and feedback can be performed in several ways:

- Automatically — after each business simulation turn the participants can see how well they performed in the ranking. The overall ranking is based on key business indicators-assets, revenues, profit. A big number of business reports on companies' subdivisions, as well as markets, products, and so on is also available. That way the participants have the chance to view the most important aspects of how to manage a business venture in a real world.
- By experts — a course or a training session moderator has an opportunity to assess the participants either in online or onsite formats. The assessment can be based on the level of participant involvement or on the success of the virtual companies.

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Set the time frames of the training

Corporate training sessions are generally short-term, lasting between several hours to several days. We recommend developing training sessions that would last no less than 4 hours. The longest training sessions could last up to 1 or 2 days. Training sessions for individual clients could be short-term or long-term.

Select the type of SBS

A daily-turn-based SBS Classic (from 1:00 until 1:15 GMT) can be used for long-term corporate training sessions. The minimum duration of SBS Classic subscription is one month. The maximum duration is not restricted, but no less than a month. An hour-turn-based SBS Intensive (every astronomical hour) is used for all short-term training sessions. The license to access SBS Intensive will be valid for 3 days after activation.

Select the format of participant interaction

Corporate training sessions allow:

- Individual participation — each participant works on his or her own.
- Group participation — a group of participants manage a virtual company, by collaborating with each other.

In individual format the results of individual participants can be seen in the form of companies' ranking in SBS. The rating of an individual participant is leveled out in the group format. However, it allows the development and assessment of a wide range of skills and competencies that become apparent during participant's interaction with each other. For example, by working on a common task, participants reveal their leadership, communication, team work, delegation, cross-functional collaboration skills and competencies. Apart from that, participants tend to acquire the learning material much faster while working in a team.

When developing corporate training programs, we recommend providing the options of individual as well as group participation. The format is always discussed with the Client prior to purchasing the training session.

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Select the format of your training sessions (online, onsite)

Corporate training sessions can be delivered in online, onsite and blended formats. Although onsite sessions are more effort-consuming and involve smaller number of participants, they are more profitable (in terms of a price per one participant) and essential in employee assessment tasks (in case the assessment is performed by a game moderator).

The advantage of online corporate training sessions is that they can be conducted for unlimited number of participants. Since there's no need to gather all participants in one place, it is economical in terms of expenses, which makes this particular format of learning very popular.

When developing business games, we recommend looking to the online format first. An online format of the training session can be easily transformed into an onsite one.

Game moderation (online, onsite)

Onsite game normally needs to be moderated by a game moderator. Online business games can be:

- Moderated online. Online moderation can be conducted by means of online Simformer classes, Skype conferences or other ways of online communication.
- Conducted without moderators' assistance. Participants receive assistance (theoretical information, explanation of SBS functions, tasks to be performed in SBS, etc.) in the form of pre-recorded video tutorials and printed guides.

We recommend developing training sessions that do not require online moderation first. In case a client requires an online or onsite game moderation, the conditions of such request are discussed separately.

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Training scenario: game plot

You can devise your own game plot that would reflect the overall direction and dynamics of the training sessions.

For example, in one of Simformer training sessions “TeamOnline”, which is designed to develop branch offices managers’ skills for long distance team work. The participants have to manage a huge corporation with branch offices in various geographical locations. The background story - the previous management team died in a plane crash, and now it is necessary to stabilize all business processes (extraction of raw materials, primary processing, logistics, production, sales and distributions) in a short period of time. They also had to increase production volumes, distribute the added-value, and optimize the taxes, customs as well as logistics expenses. The participants have to make all the decisions, by collaborating with each other and managing long-distance subdivisions by means of online communication.

Competitiveness elements

Corporate training participants can be divided into several teams. Teams receive the same starting conditions and are assigned the same tasks.

Participants’ ranking (based on the company’s assets, revenue, and profit indicators) is updated with each game turn (every hour in SBS Intensive and every 24 hours in SBS Classic).

When conducting a corporate training session, we recommend summarizing the results after each game turn, announcing the winner and discussing participants’ progress. In order to do that, select several indicators that would define participants’ ranking.

The winner could be chosen based on the results after a particular game update or overall results of the training session.

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Assessment elements

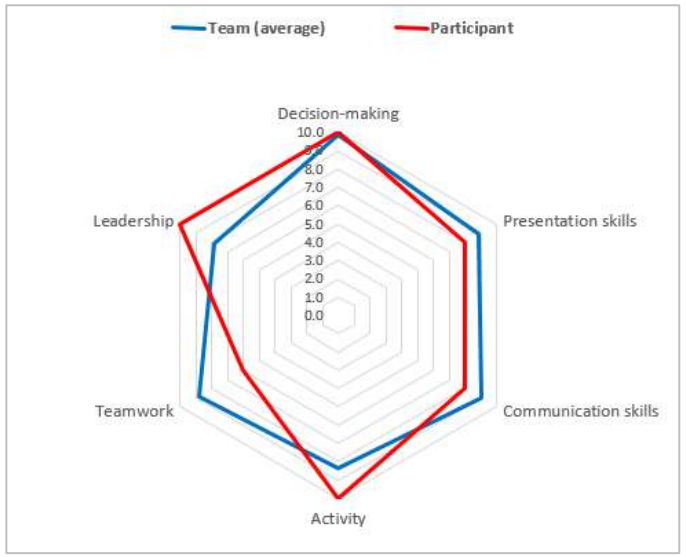
SBS generates an automated ranking of the companies, managed by the participants. In addition to that, the Client might be interested in getting professional assessment of participants' skills and competencies. Such assessment can be conducted by the Client's HR experts, independent HR experts or by game moderators (in case they are qualified in HR management). The assessment measurements and criteria are discussed prior to acquiring the corporate training sessions.

Generally, participants forget about the fact that they are observed for assessment just after an hour of game play. It helps relieve stress and tension, usually typical to assessment sessions (companies' standardized assessment procedures, for example).

The ultimate case of organizing assessment procedures is to employ the assistance of qualified Client's HR experts. The HR experts will be observing the participants during the gameplay. In this case the game moderation could be conducted even in online format.

For example, in one of particular Simformer corporate games, the client's goal was to assess certain skills of participants, like decision-making, presentation, leadership, communication, activeness, teamwork.

The assessment scale is from 0 to 10 (from the lowest assessment measure to the highest). The assessment measurement is an average of the scores provided by a game moderator and the Client's HR experts.



Practical assignments

For every game turn set certain missions that the participants would have to accomplish in SBS.

For example:

- Increase the turnover of retail network by X%.
- Carry out market research and expand the business, by opening more than 3 new subdivisions.
- Achieve the efficiency of Y% of the marketing campaign.
- Make the subdivisions profitable in three game turns.

General recommendation - the goals, which are set for the participants, have to be measurable and achievable in a desired time frame.

Hand-out and presentations

For every game turn, we recommend doing small presentations, which include game scenarios, theoretical information (presented in thesis statements), the number of tasks to perform in business simulation environment, and the time frame to perform those tasks.



The presentations could be used both in online and onsite moderation of the game. In case the moderation of the game is not necessary, such presentations can be used as video tutorials that the participants can watch and learn the game on their own.

Hand-outs, however, are optional. They are necessary in case the participants need additional extra learning materials.

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Developing a training session plan

Before working on presentation materials, we recommend devising a training session plan, which would showcase the game's key events every game turns.

Possible format of a training session plan

Duration	Period T	T+1	T+2	...	T+N
Game turns		1	2	...	N
Results analysis of the previous game update	-	5 min	5 min		Summarizing the results, identifying the winner
Time for the participants to present their solutions	-	5 min	5 min		-
Theory, Techniques, Skills	15 min Theoretical information to be given, Skills to be developed, ...	20 min Theoretical information to be given, Skills to be developed, ...	25 min Theoretical information to be given, Skills to be developed, ...		Game moderator's feedback (in case of game moderation)
SBS functional	15 min SBS functions to be explained	10 min SBS functions to be explained	5 min SBS functions to be explained		-
Practical assignments in SBS	15 min Tasks in SBS for participants to perform	15 min Tasks in SBS for participants to perform	15 min Tasks in SBS for participants to perform		-
Other	-	5 min Additional competition	10 min Additional competition		Handing of certificates

Generally, all possible actions of the participants during game turns are standard:

- The analysis of the results after the turn.
- The analysis of the decisions made during the previous turn - in the form of presentation done by one of the participants, for instance (we recommend to change the rotation of the participants, so that everyone has a chance to participate).

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- Presentation of a game scenario by a game moderator, explanation of theoretical information, techniques of task-solving.
- Explanation of SBS functionality, necessary for accomplishing tasks within specific time frame.
- Presentation of the task that the participants have to perform in SBS.
- Tasks performed by the participants.
- Optional - introduction of additional elements, like auctions to receive additional bonuses, for instance, to enhance game dynamics, etc.

The training session is concluded with results analysis, identifying the winner, feedback from the game moderator (in case the game is moderated), and handing in the certificates. The certificates in printed and (or) e-format (for uploading to social networking sites)

Information delivery: snowball effect

We recommend delivering information to the participants gradually and in parts. In addition to that, the parts have to be interconnected with each other. This will help the participants gradually involve in the game scenario and training elements, and SBS.

Additional elements of game dynamics

Typical game schedule, described earlier, ensures great game dynamics and participant involvement. However, other elements could be applied for moderated games:

- Auctions among the participants for certain prizes (a possibility to receive a supply of high quality goods with a large discount). The auctioneer announces the initial price for one unit of goods, later the auction is conducted among the participants. The winner is the highest bidder. Technically, the supply of such goods is delivered from the warehouse set and managed by the game moderator.
- Contests to select the participant who is able to predict the amount of sales, the market share etc. The award will grant a discount for buying high quality goods, accruals to the company's account, etc.

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Training session plan sample

A template of online or onsite training moderation.

A training session “TeamOnline”, which is designed to develop branch offices managers’ skills of long distance team work, the participants have to manage a huge corporation with branch offices in various geographical locations. The background story - the previous management team died in a plane crash, and it is essential to stabilize all business processes (extraction of raw materials, primary processing, logistics, production, sales and distributions) in a short period of time. They also have to increase production volumes, distribute the added-value, and optimize the taxes, customs as well as logistics expenses. The participants had to make all the decisions, by collaborating with each other and managing long-distance subdivisions by means online communication.

Period		1		2		3		4		5		6		
Time	8:45	9:00		10:00		11:00		12:00		13:00		14:00		15:00
Turns				1		2		3		4		5		6
A discussion before the game turn	9:00	The beginning of the training session. Introduction, the main rules.	10:05	Game turn results. Participants’ ranking.	11:00		12:05	Game turn results. Participants’ ranking.	13:00		14:05	Game turn results. Participants’ ranking.	15:05	Game turn results. Final ranking.
Situation and previous turn results analysis	9:05	The essence of the training session, the subdivisions of the corporation, criteria for winning	10:10	Team analysis of the situation. Game moderator’s feedback.	11:15	Game turn results. Participants’ ranking. Team analysis of the situation. Game moderator’s feedback.	12:10	Team analysis of the situation. Game moderator’s feedback.	13:15	Game turn results. Participants’ ranking. Team analysis of the situation. Game moderator’s feedback.	14:10	Team analysis of the situation. Game moderator’s feedback.	15:10	Comments on participants’ interaction during the game. Feedback on the game.
Methods, training techniques	9:15	The principles of distance communication and teamwork. Assigning the roles.	10:20	Online corporate environment for communication. The principles of communication in online corporate environment. Online business briefing.	11:20	Prioritization of tasks.	12:20	Resolving disagreements. Conflict management.	13:20	Interaction optimization when performing tasks within a limited time frame.	14:20	Moderating participants’ online communication. Incentives and penalties.	15:20	Awarding the participants and the teams. A photo of all participants.
Tasks to be performed in SBS	9:30	Performing tasks in SBS. Analyzing the situation, identifying and building key business relations with the representatives of different subdivisions.	10:30	Performing tasks in SBS. To ensure the stability of the corporation’s current activities (performance criterion - no decrease in revenue and profit in the next 2 turns).	11:30	Performing tasks in SBS. Optimize the structure, location of the corporation’s subdivisions in order to minimizethe expenses (reducing the expenses at least by 10% without any loss of revenue base).	12:30	Performing tasks in SBS. Optimize the structure, location of the corporation’s subdivisions in order to minimizethe expenses (reducing the expenses at least by 10% without any loss of revenue base).	13:30	Performing tasks in SBS. Agree and implement a plan to expand corporation’s production by 15%.	14:30	Performing tasks in SBS. Agree and implement a plan to expand corporation’s production by 15%.		-
Entering the data in SBS	9:50	Confirming all actions in SBS.	10:50	Confirming all actions in SBS.	11:50	Confirming all actions in SBS.	12:50	Confirming all actions in SBS.	13:50	Confirming all actions in SBS.	14:50	Confirming all actions in SBS.		-
The results	9:55	Identifying the leader of the team. Presentation of the decisions by the team.	10:55	The change of a team leader. Presentation of the decisions by the team.	11:55	The change of a team leader. Presentation of the decisions by the team.	12:55	The change of a team leader. Presentation of the decisions by the team.	13:55	The change of a team leader. Presentation of the decisions by the team.	14:55	The change of a team leader. Presentation of the decisions by the team.		-

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Moderated onsite training sessions

In order to conduct an onsite business game, the Client has to provide the following technical facilities:

For a game moderator:

- A big TV set or a projector with a screen (including a wire to connect with a computer).
- A flip-chart board.

For participants:

- Individual game – each participant has to be provided with a computer.
- Group game – 1-3 computers for the whole group, an ability to connect one of the computers to a projector.
- Requirements for the computers: internet connection, a web browser.
- Flip-chart board per team.

Moderated online training sessions

The technical facilities of online games are the same for onsite games, except that participants do not have to be in one room. Online communication tools of particular participants can be used in online group games.

The online moderating of the training session is conducted by means of online classes provided by the Client (if available) or Simformer; Skype-conferences or other communication tools. Simformer online classes allow installing a projector to the game moderator's desk, giving a slide presentation; they also contain interactive boards, surveys, chats, audio/video connection possibility, the possibility to transfer files, etc.

Online training sessions without moderation

We recommend developing training sessions that do not require online moderation first. The participants receive access to Simformer Platform and all the uploaded content for the game-videos, text files, task descriptions, etc. The content is structured in the modules, each of which is connected to one or several training session turns.

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An example of a training game module on Simformer platform

One of the business game's "Corporation in Distress" (English version) module: a short video based on a slide presentation, "timeline" of the game for the participants.



The videos for non-moderated games can be made using standard tools, like Power Point, Camtasia, iSpringer, etc.

Game tutorials and guides can be prepared in printed version also (for download as well).

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Setting up the simulation

Before developing corporate training session, make sure you read the description of Developer Tools.

Depending on the goal, scenario, and schedule of the game, developer tools ensure initial business simulation settings: starter templates, global settings, independent suppliers. Once Simformer experts are acquainted with business game materials, they will provide consultations and help configuring the settings of particular goods.

Also read Navigator of Simformer Platform functions.

Certificates for participants

It is possible to issue printed certificates of participation (for business games with onsite moderation) or in electronic format (for moderated or non-moderated online business games). The e-certificates can be uploaded to the participants' social networking sites.

Certificate samples



The Gold certificate for the winners of the game.

(for the first three winners in individual games and for all participants of the winning team in group games)



Certificates for participation in a business game

How to upload your training session to Simformer platform

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+370 520 30677

If you have some business game ideas, please, contact us and leave the following information:

Full name:
- Company name (in case you represent a company).
- Contact details (telephone, e-mail, Skype name…).
- Brief game description: target audience, the essence of the game.

Simformer experts will help you with further steps and consult you on the process of business game development.

In order to upload the business game to a Simformer Platform you will have to:

- Develop game content according to these methodological recommendations. Game content development is conducted by the Partners with assistance from Simformer experts.
- Set up a business simulation according to the goals of a particular game. The setting up of the simulation is conducted by Simformer specialists in collaboration with the Partners.
- Prepare business game description for Simformer Marketplace. It is conducted by the Partners with assistance from Simformer experts.

Various solutions for different environments

Quality Management course by dr. Dalius Serafinas in Vilnius University.
The problem — to understand Quality Management, one needs:

- Systematical view of the business and its processes.
- Knowledge of the whole business value chain.
- Practical experience in business management.

Solution provided by Simformer:

- Business simulation with global virtual economy in order to form an understanding of the business as a system.
- Keep the focus on Quality Management and how it's linked with other business processes.

Business game "Corporation in Distress" used for onsite training at Unicredit Bank, in Romania.
Same scenario, but two different setups – individual gameplay and team gameplay.
The result – absolutely different skill set development over the course of the business game.
Evaluation by participants - NPS scores - 70% would actively recommend *Simformer game moderators* as trainers and 65% of them would actively recommend the training.

Business game "Corporation in Distress" completed by over 120 students in Palestine Polytechnic University.
PPU was searching for a way to modernize their study programs and courses. A decision was made to look for a modern and flexible solution to match the dynamic changes in educational needs.
As a result, Simformer was chosen.

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SIMFORMER

PLATFORM FOR DEVELOPING BUSINESS SIMULATION – BASED COURSES AND TRAINING SESSIONS

Navigator of Simformer Platform Functions

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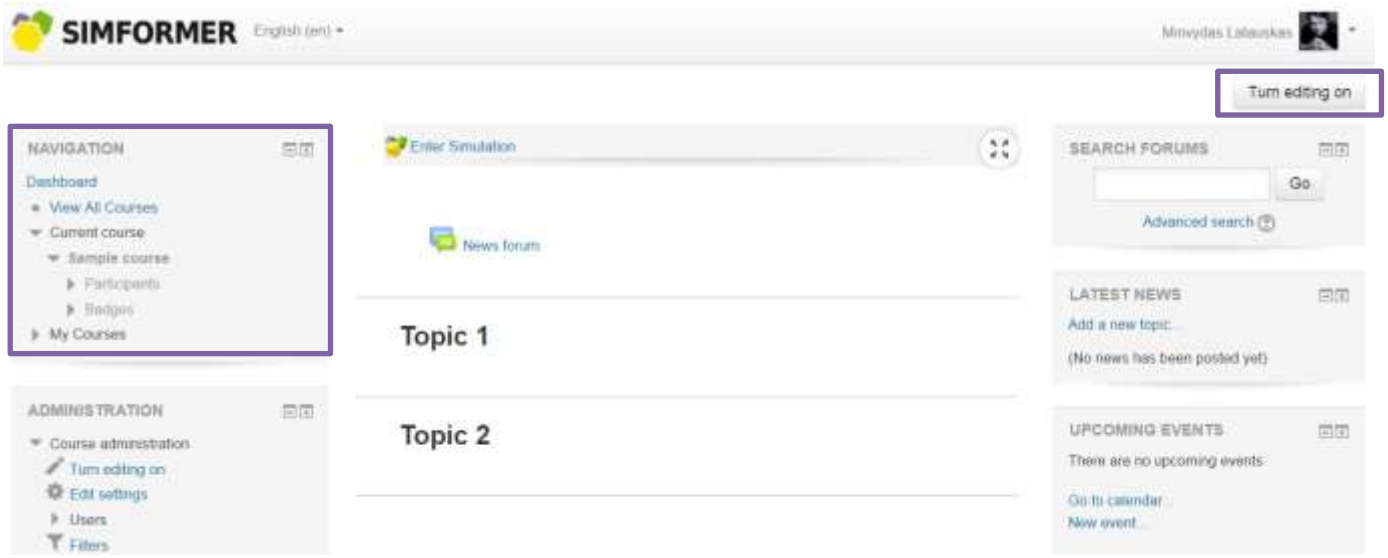
Configuration setting by Simformer specialists

After you have selected the type of an educational product and started working on content, Simformer specialists develop the product on the Platform and provide the Partner administration rights to work on them. The developed product is “an empty vessel”, which “is filled” with content of the Partner. For the product upload, Simformer uses LMS Moodle. If you already know how Moodle operates, you could upload the content without assistance. Simformer specialists can do the uploading for you.

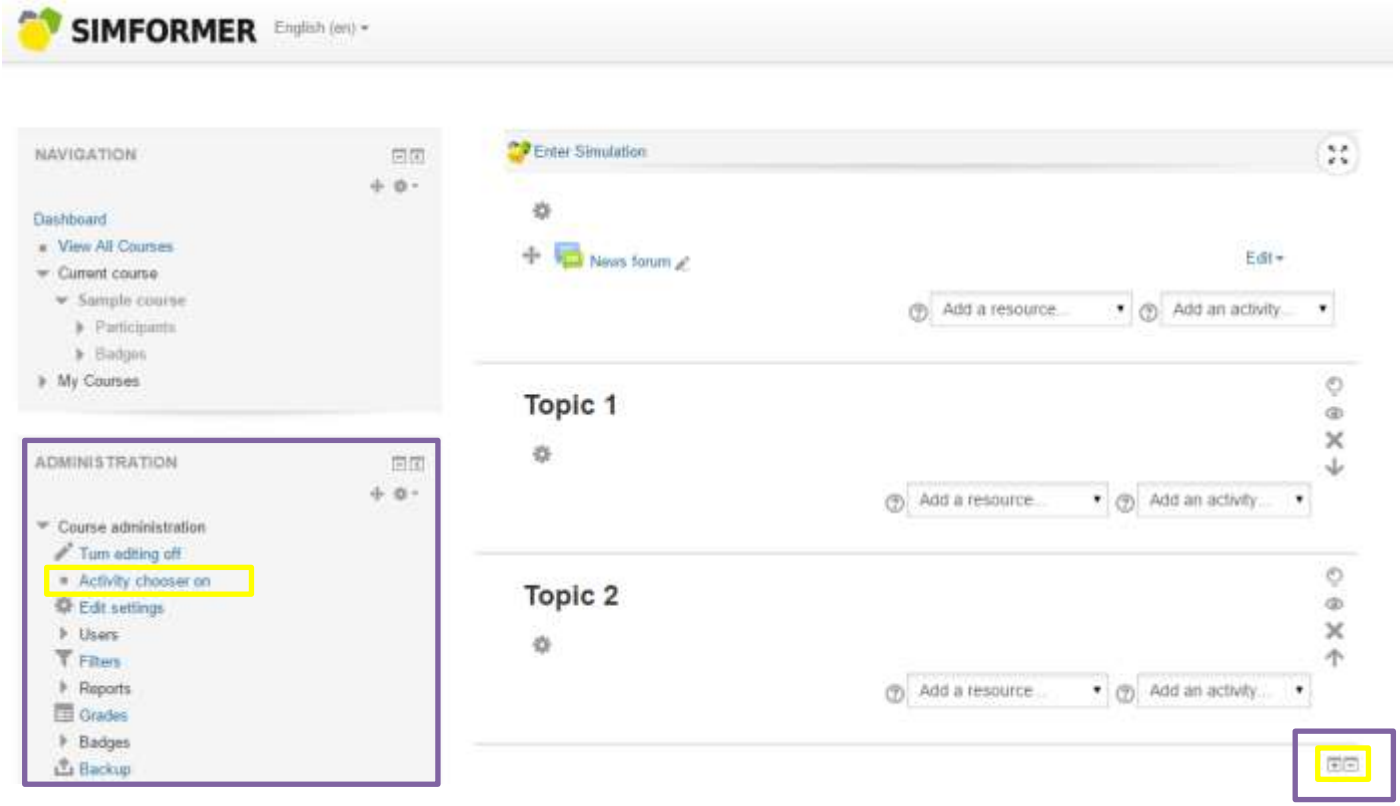
The type of business simulation is also selected for the product. The configuration is formed by Simformer experts and the Partner.

Uploading the content

After receiving the administrator rights, log in on Simformer Platform. In “NAVIGATION” choose your product and go to the product page. The example of new product page is shown below. To upload the content, click on “Turn editing on” in the top right corner.



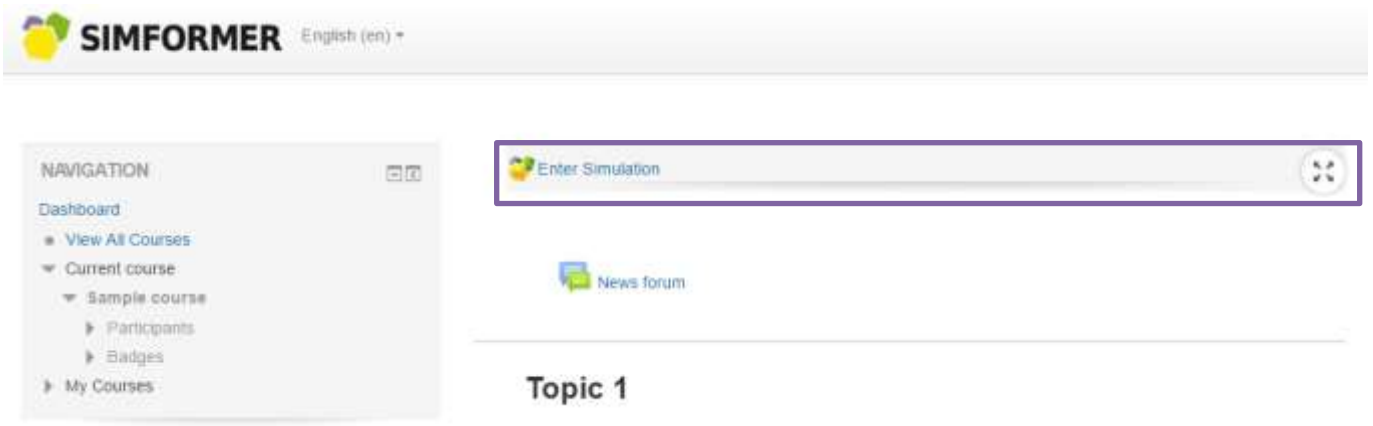
In “ADMINISTRATION”, select the “Activity chooser on” option. That way you will have the possibility in to add a source or a course item, and new modules as well.



Go to the LMS function description on how to upload the content.

Instructor Account

Click on the link to open business simulation:



If you have product admin rights, you will be able to the open business simulation page. When you are on this page, you will access the Instructor account (IA):

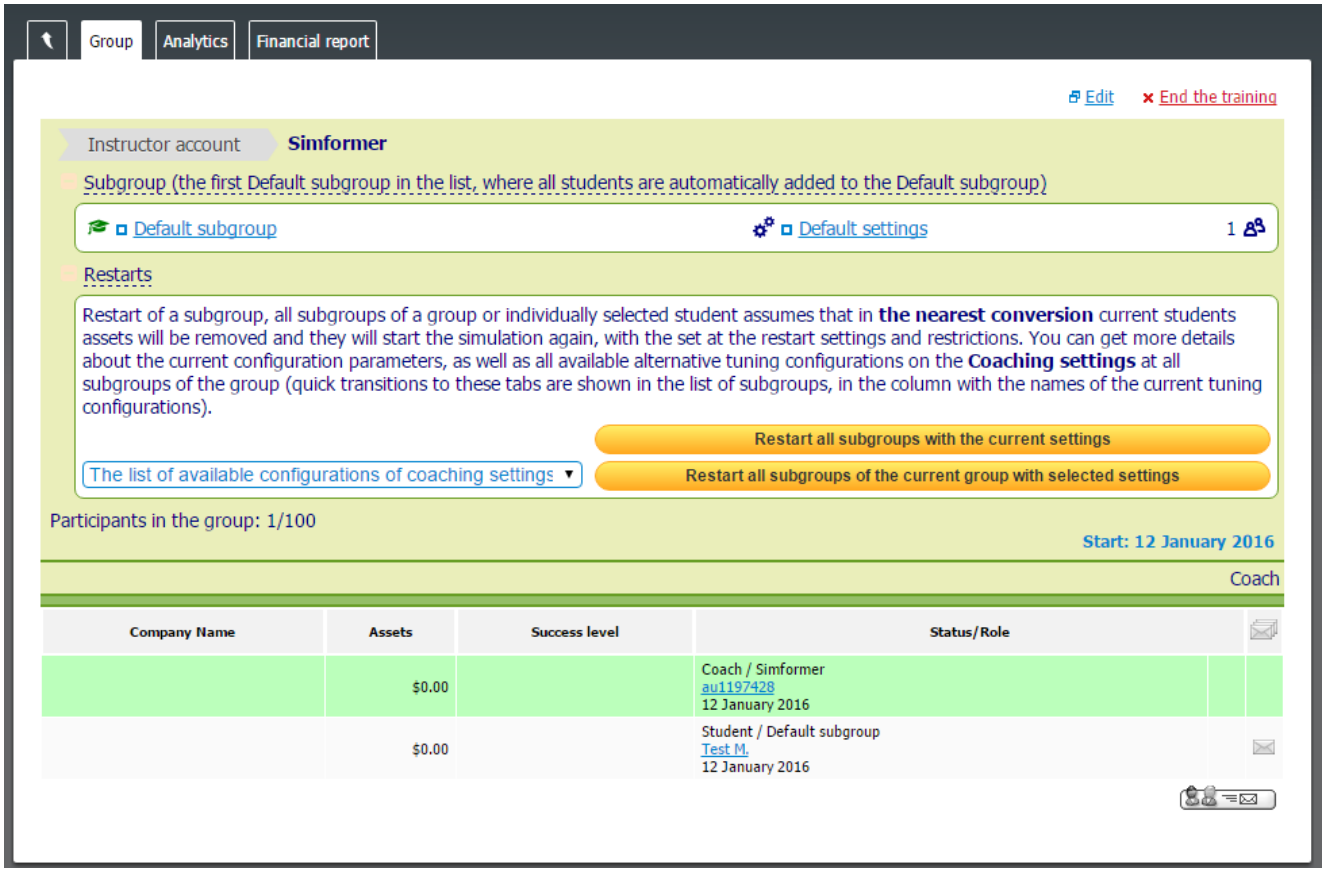


The purpose of configuration settings

There are two sections on IA homepage:

- **The list of active simulations** — active business simulations with specific settings of one or several groups of participants. The simulations are ongoing and they are open to new users. The participants of specific training (a course, business game…) are placed in one group. Each group can contain several subgroups (in case the participants are divided into teams). The registration of groups is done by Simformer specialists and the Partner.
- **The archive of closed simulations**— the list of business simulations, which were adapted earlier for completed educational products and are closed.

In the list of ongoing simulations, select the desired group, and you will be redirected to its page.

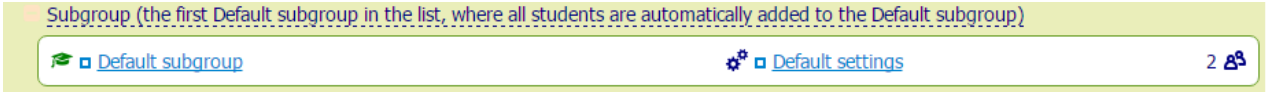


The group page contains the following information:

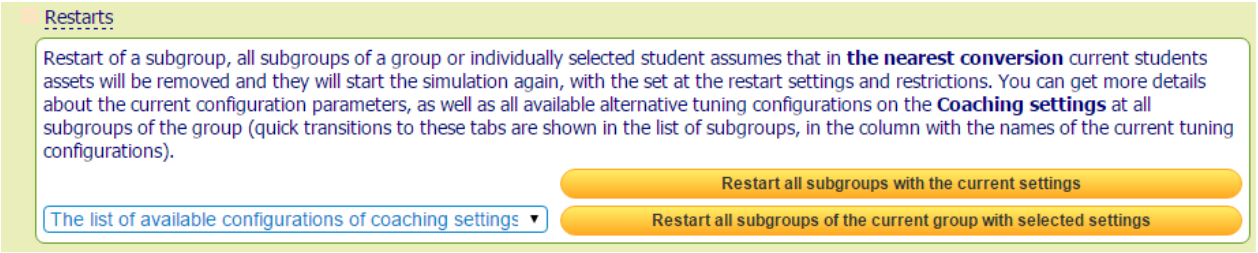
- Indication of the current group (near Simformer icon), which the business simulation is set for:



- The list of subgroups (Default sub group icon) in the group, and business simulation settings that are applied to them (Default settings icon):



- The "Restarts" function allows selecting business simulations' settings and restart the current ones or apply new settings:



For primary business simulation setting to be applied (before the course starts) it's necessary to:

1. Select business simulation configuration from the configuration library. Select the ready-made configuration or develop a new one with Simformer experts. Learn more about configuration settings.
2. Restart all subgroups of the current group with the selected settings. After the restart, after the closest turn, the participants will begin their work in the simulation anew, using the configurations that were listed in setup used for latest Restart.

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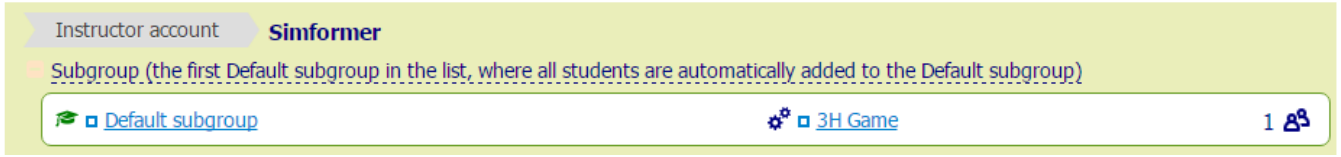
During the learning process, it is possible to do a “restart” in the following cases:

1. The training session (a business game, a course) contained an introduction to the simulation (several turns). After the introduction, it is necessary to restart SBS, so that participants can start again with the sane conditions. In this case, restart all subgroups with the current settings.
2. During the training session (business games, course) a change of the initial conditions is meant. For example, in each module of the course a specific business simulation is set up. At the end of the particular module, the instructor restarts the group with new configuration settings.

The list of users (students) of the group:

Company Name	Assets	Success level	Status/Role
	$0.00		Coach / Simformer au1197428 12 January 2016
	$0.00		Student / Default subgroup Test M. 12 January 2016

After the restart, the system updates the information on what business simulation configuration settings are applied in relation to the users of this group:



Simformer group, containing one subgroup (Default subgroup), was restarted using the configuration settings for “3H Game”.

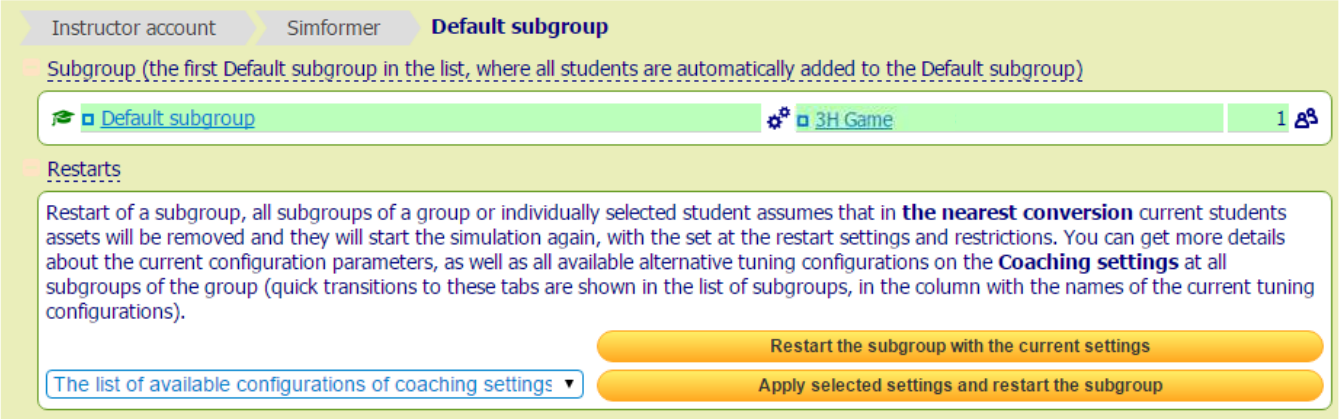
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Assigning different settings for different subgroups

IA allows selecting different configuration settings for different subgroups of the same group. This is useful in case the users of one educational product, learning the same theoretical material, practice their skills in differently configured SBS. For example, in the course "Project Management" the students of one group may be divided into subgroups, each of which receives different projects to implement in SBS.

In order to assign configuration settings to a specific subgroup, go to this subgroup, on the page group. The functionality of IA does not change, but the configuration and restart will apply to a specific subgroup only:



The example above shows a “Simformer” group, which contains a “Default subgroup”, settings of which are shown in the picture. “3H Game” configuration settings are already applied to this subgroup. It is possible to restart this subgroup with different configuration settings.

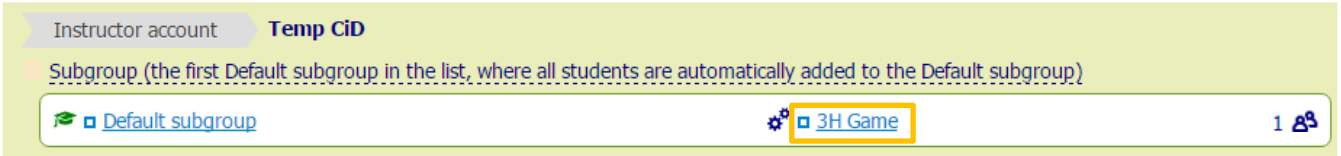
The same can be applied to all separate subgroups of one group.

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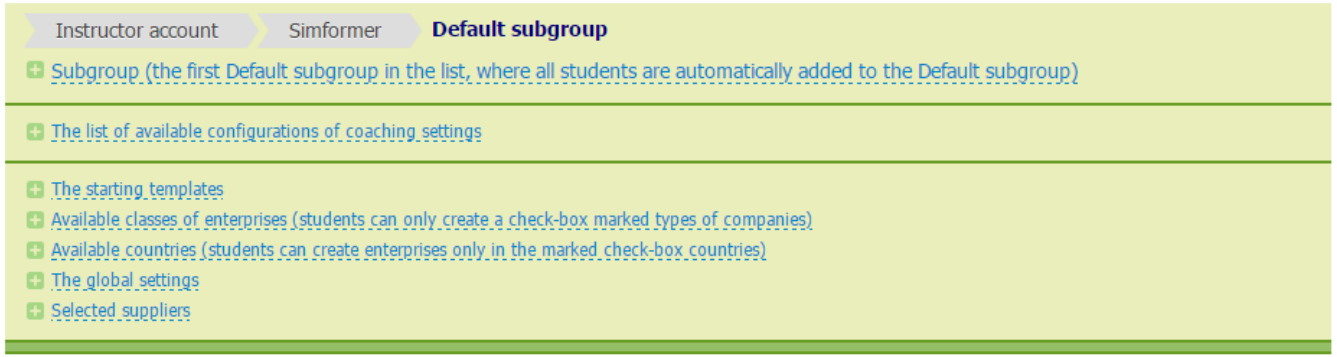
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Viewing configuration settings

To view the business simulation configuration settings, open the list of subgroups, and select the configuration you require (in the example below – Configuration "3H Game" for the "Default subgroup" subgroup).



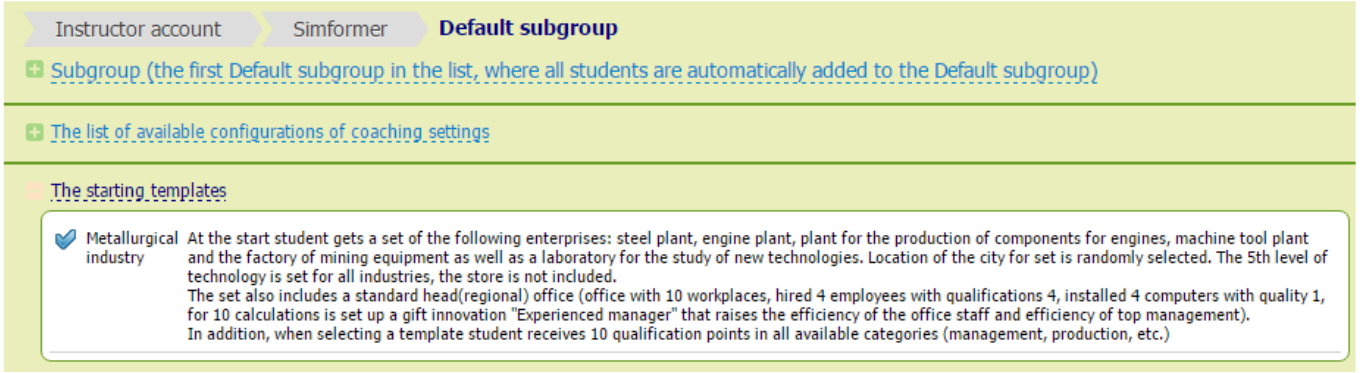
The category of business simulation configuration settings for this subgroup will open:



Starter templates

Allow selecting the business, which the consumers of a specific educational product will receive in the beginning of the simulation. For example, in a course on how to develop your start-up, the participants receive just the initial capital. In a training session on crisis management, they have to manage a huge international corporation dealing with financial crisis. There is a big number of ready-made starter templates in Simformer template library. The Partners are welcome to create their own template.

"3H Game" configuration contains one starter template – "Metallurgical industry".



The following settings are:

Available types of subdivisions

10 for SBS Intensive, 19 for SBS Classic. Considering a wide spectrum of industry specifications, it allows the selection among hundreds of different enterprises.

Available geographical locations

5 countries for SBS Intensive, 33 countries for SBS Classic.

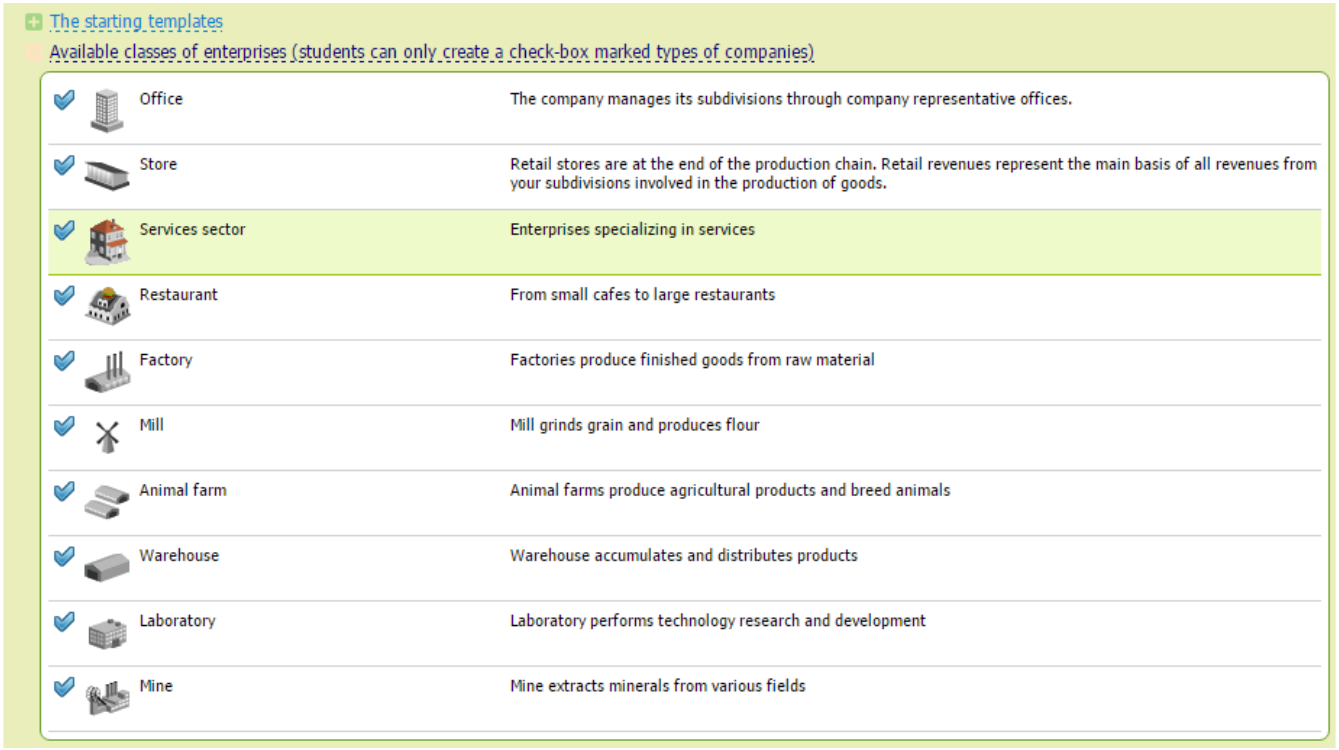
Product purchase and sale modes

Buying from pre-configured suppliers, which were configured manually, the interaction among all members of SBS or just within your group/subgroup, who study a specific training product.

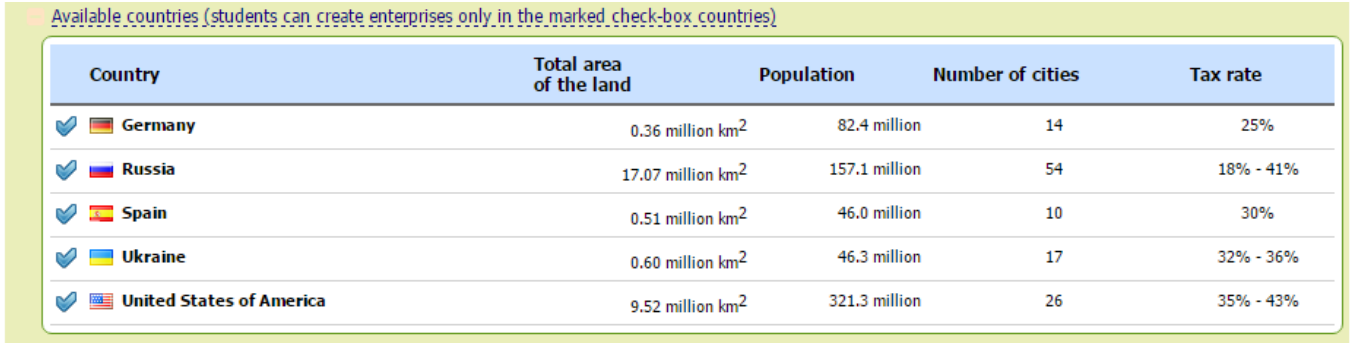
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Information about the types of enterprises:



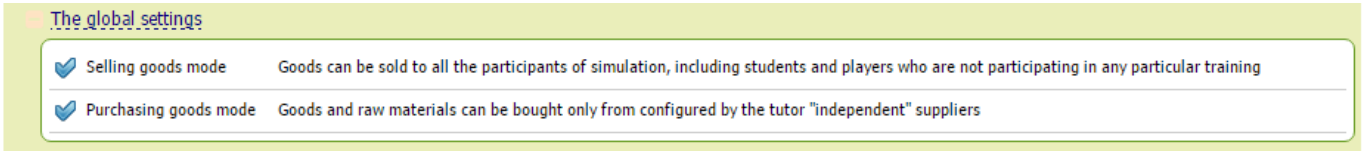
Information about the available geographical locations for businesses:



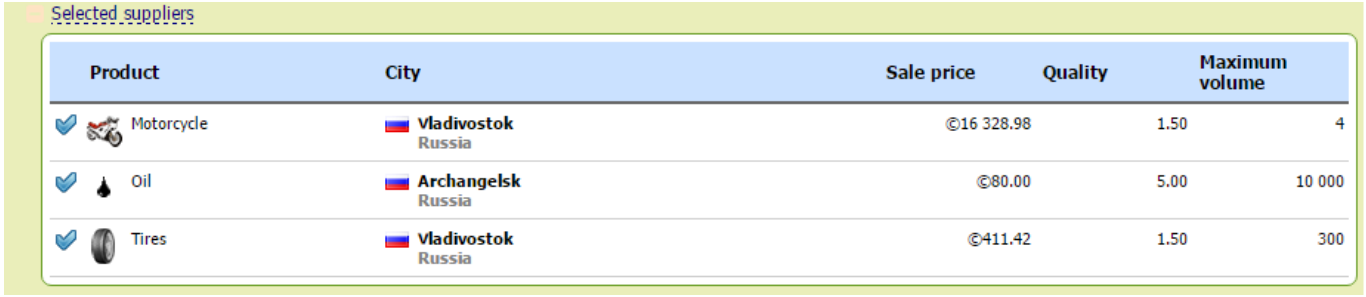
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Information about valid global settings:



Information about the selected suppliers (manually configured):



Product	City	Sale price	Quality	Maximum volume
Motorcycle	Vladivostok Russia	©16 328.98	1.50	4
Oil	Archangelsk Russia	©80.00	5.00	10 000
Tires	Vladivostok Russia	©411.42	1.50	300

Offers for Vladivostok (motorcycles and tires) in the category of automotive products were created at once by suppliers' group settings for the entire category. In order to do this, the goods with a relatively high quality (the supply of goods of certain quality in limited volumes and price was formed automatically) were selected. Such configuration is useful if you plan to provide the market with goods of different categories in terms of their price / quality.

Oil supplier to Arkhangelsk was selected by detailed settings, which allowed to select the price, quality, and maximum volume of the offer manually. Such configuration is useful in case it is necessary to select a separate product with specified characteristics in a specific location. When developing an educational product, together with Simformer experts, select the required parameters for suppliers, which will be included in setting configuration.

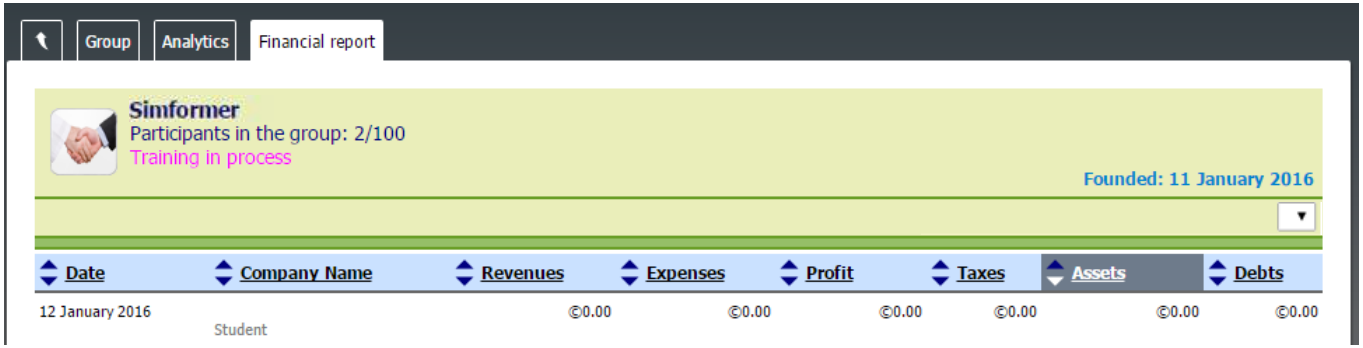
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Participants' ranking

If you want to see participants' ranking on the group page, go to the tab "Financial report".

The report includes the key information (revenues, expenses, profit, assets, etc.) of the companies managed by group (subgroup) users.



The information is updated after each game turn. At the same time, it is also possible to see the data of a particular game turn.

The data can be sorted in ascending/descending order.

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